American Perfumer

and Essential Oil Review

Registered in U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc.

No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

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LOWER TAXES, WAR LEVY ON ALCOHOL ENDS AND COAL STRIKE CALLED OFF

Three things that spell renewed prosperity and added impetus not only to our industries but to the entire Nation are the passage of a revenue bill by Congress reducing the enforced tributes of business and individuals to the up-keep of Government, including the abolishment of six-year old war tax on industrial alcohol and the settlement for the next five years of the coal strike menace.

Abolishing the war tax on alcohol had a narrow squeak and put two of the United States Senators, Smoot (Utah) and Reed (Pennsylvania), in seemingly unfavorable positions before the country. Both Senators argued that there was no reason and none had been offered to justify the return of tax normality, despite the copious files of printed testimony taken by Congress committees and within their reach. Senator Smoot sponsored the fight to reject the reduction passed by the House, but lost on the Senate floor in the face of a bombardment of protests from all over, the country against continuing the extra war tax on the most potent soluble known to medicine and chemistry for nearly every purpose.

National Association of Retail Druggists is entitled to credit for its intensive campaign to aid our industries in ending the old war tax on alcohol for medicinal and industrial purposes. Efforts to end the tax on Nature's premier solvent are in the futurity.

The coal strike crisis was forced on the politicians at Washington by mass meetings in New York and other cities and by the demand in the United States Senate that President Coolidge should intervene. It is suspected that President Coolidge, looking around the White House, found one of President Roosevelt's big sticks and wielded it in the right way without ostentation to put a stop to the coal strike scandal. It is a source of much congratulation that this blight on business has been scotched for a few years. Meanwhile legislation should be enacted to make another strike of this nature impossible. The arbitration principle has gained tremendous ground in the last few years and the law courts are now sustaining the judgments of arbitrators. What is good for business should also be good for labor unions.

Without taking into account the reports of increased trade which are coming in from all over the country, the three special subjects just mentioned as having been adjusted are sufficient to put pessimists to sleep for a long time.

Optimists, however, must not go into high speed. The country is continuing to gain, as mercantile reports show, on a healthy, natural and satisfactory movement. All that is necessary is to maintain an even keel and the present trend will carry on the up-lift normally.

SEEK NEW CONSUMERS AND EDUCATE THEM TO BUY AMERICAN PRODUCTS

Leroy I³airman, in an article printed in subsequent pages of this issue, puts up a proposition that may well occupy the attention of the American Manufacturers of Toilet Articles at their thirty-second annual convention to be held at Briarcliff Manor, in the metropolitan district, May 24 to 27.

The idea of co-operation in printing advertisements setting forth the general advantages of perfumes and cosmetics from an educational standpoint is not at all new and has been discussed and once was acted upon by the association in a practical way when the campaign was put through in 1922 for publicity for American made perfumes.

Mr. Fairman treats perfumes and toiletries as "luxuries," as to which there will be general disagreement with his view, but for the purposes of his argument in favor of more educational publicity for the industry generally that point may be waived for the moment. The growth of the industry for several years has been going ahead at a rate of more than 25 per cent gain per annum and even the advent of foreign manufacturers who make their perfumes in this country has not retarded the tremendous development in the sale of the output of American manufacturers.

As a matter of history the "luxury" idea was exploded many years ago in a Tariff hearing at Washington when the late Theodore Ricksecker, twice president of the old Manufacturing Perfumers' Association, made his famous plea for "sunshine for the shopgirls" who used perfumes, as well as their more fortunate sisters, which met with Nation-wide publicity and did more than any other single effort to combat the "luxury" idea. In the present era the phenomenal sale of small vials of perfumes in the 5 and 10-cent stores, aside from the sales of medium priced perfumes in drug and department stores, is the best evidence that the habit is no longer a "luxury" and that fact should sink well into the minds of persons who look upon toiletries as being anything more than necessaries, if not actual necessities.

With these observations we commend Mr. Fairman's article to the careful consideration of the industry.

NEW YORK MERCHANTS FOR RESALE LAW

Passage of Federal legislation which will permit the fixing of resale prices for identified merchandise, sold under competitive conditions under a distinguishing name, trademark or brand, is favored by the New York Merchants' Association in casting its vote on a referendum submitted by the Chamber of Commerce of the United States, of which it is a constituent member.

Before formulating its report, which was approved by the

Executive Committee, the association's Committee on Commercial Law gave a thorough hearing on the referendum. The report was submitted by Sidney Blumenthal, chairman of the committee, which said in part:

"That the preponderance of the evidence and of the sentiment which has been presented to your committee is strongly in favor of the passage of a law permitting maintenance of resale prices:

"That the means proposed will afford only reasonable and just protection to registered and trade-marked commodities, sold only under contracts to maintain a fixed reselling price; and that no economic harm or inequity will result from legalizing contracts which provide for fixed resale prices."

The Chamber of Commerce of the United States, as a result of its referendum, has failed to endorse the principle of price-maintenance by legislation. Seller price control was favored by 1,079 trade organizations and opposed by 911, the minority preventing the carrying out of the wishes of the majority through the operation of the two-thirds rule. The vote ends a controversy regarding the attitude of the Chamber that has been going on during the last ten years.

WHY DO FANATICS ATTACK ALL ALCOHOL?

One of the travestries on fair play and common sense is the attitude of prohibition extremists who mean perhaps only to denounce alcoholic liquors. They constantly attack Alcohol, without regard to the uses of alcohol in chemistry and industry. In the popular mind Industrial Alcohol quite naturally is included.

Even the wine made sacred by Episcopalian, Roman Catholic and Jewish religious precepts has run up against the gauntlet of the Prohibition Unit.

Industrial Alcohol has fared still worse. Efforts to connect it, usually with little real reason, to alleged law violations have been persistent and cumulative. Industrial alcohol undoubtedly to some small extent has been diverted to alleged unlawful purposes, but the quantity has been so small in volume that there is no warrant for charging up the flood of illegitimate liquor to the Industrial Alcohol industry. It is time that the fanatics ceased these attacks and misrepresentations.

As a matter of general information the farmers throughout the country make all they want and pass it along. In the big cities moonshine distilleries are seized frequently, according to police reports, and there seems to be no end to the unwillingness of people to obey a law which they believe infringes on their personal rights.

The outcome of the present agitation cannot fail to be beneficial to our industries in every way.

THE STANDARDIZATION OF PRICES

Entirely aside from the efforts to get Congress to pass a price maintenance law Standard Remedies publishes a long list of manufacturers of drug store specialties and toilet preparations who have decided to do all they can legally to maintain their prices at the retail end. The list is too long to reprint, but it shows the trend of opinion among manufacturers regarding price-cutting.

Of those close to our industries the following are only a few: A. P. Babcock Co., Colgate & Co., Coty, Inc., Devoe & Raynolds, E. I. du Pont de Nemours, Inc., Eastern Drug Co., J. Eavenson & Sons, Inc., Lady Esther Co., Hessig-Ellis Drug Co., Edna Wallace Hopper, Inc., Houbigant, Inc., House of Tre-Jur, Frederick F. Ingram Co., Iodent

Co., Walter Janvier Co., Jarnac et Cie, Johnson & Johnson, Jean Jordeau, Inc., Kolynos Co., Lazell Perfumer, Thomas Leeming & Co., Lehn & Fink Products, Ben Levy Co., McKesson & Robbins, Mennen Company, Merck & Co., Wm. S. Merrell Co., Mineralava Corporation, National Toilet Co., New York Quinine & Chemical Works, Norida Partumerie, Owens Bottle Co., Park & Tilford, Princess Pat, Ltd., Sheffield Dentifrice Co., Spencer Perfume Co., E. R. Squibb & Sons, Vivaudou, Inc., Wildroot Co., Inc., J. B. Williams Co., Yardley, Ltd.

One of the latest converts, as mentioned in our Trade Notes, is the Pro-phy-lac-tic Brush Co., of Florence, Mass., which advertises in part as follows:

"We intend to do everything we legally can to see that this price is maintained... We reserve our legal right to sell to anyone we see fit; sales once made, however, are absolute and unconditional."

This brief announcement is one of the best of the kind that we have seen. Its clarity could not be improved; its assertion of an inherent right is in line with Supreme Court decisions; its abandonment of title to goods after passing to the retail trade is conclusive. It is difficult to see how any of the federal busybodies can go into court against the company.

54 YEARS OF ESSENTIAL OIL STATISTICS

For persons who revel in statistics the extra edition recently printed by the Oil, Paint & Drug Reporter offers many interesting opportunities for study. Going back to 1871, it gives exports and imports of commodities that are indicated by its name, including of course essential oils and other items of the allied trade.

As we pointed out in reviewing a previous number of this really valuable production, it is extremely difficult to carry through comparisons of old and new figures on imports and exports, due in part to the reclassification and splitting of totals into segregations of individual items, but this also has applied to Government reports in the last few years. The merchant who is a student of statistics in his own industry can readily trace out what he desires to learn in the tables.

Flavoring extracts and fruit juices, for instance, as one item, began in 1913 and were split into two items in 1924. Experts in the two industries would be required to ascertain the exact increase of each in exports. Under the head of flavoring extract imports, there is an item for 1925 of 83,637 pounds, valued at \$51,731, of "flavoring extracts containing no alcohol." The best trade and Government chemists have so far failed to find a substitute for alcohol in flavoring extracts that would be commercially practicable. This item might be susceptible of explanation.

In essential oils there is difficulty in making the 54 years' comparison in many cases. Otto of rose, however, is an exception. In 1871 the imports were 10,146 ounces, valued at \$46,242. In 1925 the quantity is stated as 35,601 ounces, valued at \$276,929. In the intervening years the imports fluctuated, the high mark having been in 1913: \$791,370.

It always is much easier to criticise a review of this extensive and comprehensive nature than was the task of the compilers, who, on the entirety, have performed a useful service to the affected industries.

Silent Salesmanship

Many a sale results from advertising that the advertiser, himself, never hears about.—Shears.

PROPOSAL FOR HAIR RESEARCH COLLEGE IS IN LINE WITH COSMETICS COURSES

A very interesting contribution to benefiting the toilet preparations trade is the recent announcement of Charles Nessler, president of the American Master Hairdressers' Association, in which he proposes to establish a college for hair research. Mr. Nessler is practical and heads the list with \$5,000. The suggestion has been made that the term college might be changed to chair or fellowship in working out the proposal.

The advantages of a college, or at least something on that line, such as Mr. Nessler proposes, are so obvious as to require no extended comment. Every other phase of our industries, so far as occurs to us at the moment, has expert instruction available for educating beginners and rounding out and augmenting the information possessed by others. The daily papers, or at least some of them, seem to treat the proposed College of Hair Research as a joke. Just as other equally serious and vital matters are often handled by flippant and thoughtless writers and would-be humorists in the daily press.

Sensible persons in business life will appreciate Mr. Nessler's proposal, and those who know him have no doubt of his ability to carry on his plan to a successful conclusion. It may not be very long before either Columbia University, or New York University, will take up Mr. Nessler's proposal for the inclusion of hair research in their curriculums. Hair research is closely allied with cosmetics and toilet preparations. A separate College of Hair Research probably is some distance away. The research and instruction given in cosmetics at present by Columbia may best be called a branch of the University's College of Pharmacy, in which the courses have been doubled in the recent year, under Professor Wimmer's administration of that feature

Research in Hair does not appeal quite so much as perfumery and cosmetics in aligning collegiate attributes that have to do with pharmacy, but if Mr. Nessler develops his plan some way can be found to make his proposed college a part of our higher educational system. His gift, his forethought and his long time upward efforts in the industry may let us have occasion some time to call him Professor Nessler.

* * *

Reverting to the fact that some vacuous newspaper minds have referred to Mr. Nessler's offer as humorous the booby prize goes to the Editor of the Olean (N. Y.) Herald who qualified for membership in the Poor Fish Journalists' Association when he either wrote or clipped the following remarkable screed from some other partly-baked source of misguided frivolous comment:

Hair Research

"Baldness in young men—the kind in which the condition spreads backward from the forehead until only a fringe of hair is left—says one of the standard and most authoritative of the reference books, is readily amenable to treatment; all that is necessary to stop it is to add eighteen grains of sulphur and eighteen grains of salicylic acid to an ounce of vaseline and apply to the scalp.

"Another prescription, found in a pharmacopoeia of 1653, is this: 'Bees being burnt to ashes and a lye made with the ashes trimly decks a bald head.'

"There are at least a hundred other cures for baldness and infallible hair restorers on the market. Every barber has a supply on hand, which he will unblushingly

THE CHEERFUL CHAP!

By JAMES EDWARD HUNGERFORD

(Written for This Journal)

Who is it smiles when things go wrong? The optimist!

Who fills the world with cheerful song?
The optimist!

Who is it people ev'rywhere
Turn to, when they're in dark despair,
To lift the burdens that they bear?
The optimist!

Who helps the world do better work?

The optimist!

Who does his share, while shirkers shirk? The optimist!

Who's always there with helping hand, When others are too weak to stand, And always seems to "understand?" The optimist!

Who teaches folks the joy o' life? The optimist!

Who stands unmoved through mortal strife?
The optimist!

Who helps his fellows, while he's here, And passes them the cup of cheer, When all the world seems drab and drear? The optimist!

Who sees the sunshine through the gloom?
The optimist!

Who makes the barren places bloom?
The optimist!

Who finds a **smile** behind each tear, And spreads the gospel of "Good Cheer," And brings a bit of Heaven here?

(All Rights Reserved)

The optimist!

recommend even though his own dome shine like a polished apple.

"And yet, in the face of this, the president of the American Master Hair Dressers' Association announces the establishment of a college on hair research under the direction of a member of the faculty of physicians and surgeons of Columbia University to investigate baldness and endeavor to discover a remedy for it.

"It is suspected that someone has fibbed."

The dwarfed perception of the author of the foregoing article would make an interesting study for the scientists in the Psychopathic Ward at Bellevue Hospital should he ever come within their observation. His attempt at cleverness is only reprinted as a curiosity showing how distorted intellectuality can try to be funny in treating a serious subject that not only concerns important industries, but affects the well-being and personal comfort and satisfaction of close to all of the 110,000,000 population of the United States.

Olean, by the way, according to the latest available census statistics probably has about 12,000 of the 110,000,000 people. Small intellects dwell in narrow confines.

NEW YORK'S INDUSTRIAL STATUS

The 1923 Census shows that in numerous lines of industry New York City leads the Nation. The value of the city's manufactured output in the year was \$5,349,072,000, which was the product of 27,493 establishments and 579,000 workers.

Those who are accustomed to think of New York only in terms of skyscrapers, banks, theaters and shopping centers, will be surprised to learn that approximately 14 per cent of the country's manufacturing establishments are located in New York City, and that in 1923 these establishments produced more than one-twelfth of the country's total manufactured products.

The value of New York City's output of perfumery, cosmetics and toilet preparations in the year 1923 was \$38,255,440 (an increase over 1919 of \$15,271,614), being 38.1 per cent of the country's entire output.

The value of soap supplied by the city was by no means so satisfactory, there having been a heavy decrease in the two comparative years. The value of the output in 1923 was \$28,572,931 (being \$7,704,053 less than in 1919), or only 10.3 per cent of the soap manufactured in the United States in the years mentioned.

HAIRPINS ONLY SURVIVE BOBBED HAIR ERA

"Bobbed heads will be as scarce five years from today as they were rare five years ago," Archibald A. Smith of Smith & Sons, hairpin manufacturers of Buffalo, told the Notion Buyers' Division of the National Wholesale Dry Goods Association at their convention at the Waldorf recently. Furthermore, Mr. Smith said, the hairpin business is in a flourishing condition, contrary to what might be the general impression because more hairpins are lost by women today than when they wore their tresses long. The speaker declared there was a distinct trend on the part of women to return to the ways of femininity.

It is very much to be feared that Mr. Smith can qualify only as a manufacturer of hairpins, which have nothing at all to do in relation to the length of skirts, or the matter of wearing sealskins to protect the upper anatomy and resorting to transparent stockings for the underpinnings of feminine humanity, although some of the ladies often use zippers in sloppy weather to save laundry bills, which can be the only reason, for the temperature in sloppy weather usually is less offensive than in the colder days when the thermometer tries to wing down towards zero, with a gale blowing.

The ways of femininity, Mr. Smith must learn, are entirely beyond his powers of perception. The ladies will keep on buying and losing hairpins for ages. But they probably never will yield a point on whether their hair shall be long or short. Facts beat theories. Here is an interesting contribution from London, through the Associated Press, which seems to dispose of the fate of bobbed hair in that country at least:

"Although England's unemployed total is well over the million mark, no barbers or coiffeurs are included among those drawing the government's dole for the jobless.

"This is revealed in statistics just published, showing that women of this country are spending \$100,000,000 a year more with hair dressers of various kinds than they did before bobbing and shingling became fashionable.

bing and shingling became fashionable.

"It is estimated that about 7,000,000 women and girls more than 16 years old, about half the female population of England and Wales, are now wearing short hair. This has given employment to all native hair dressers and led to the importation of others from abroad."

A WINNING QUARTET

(From an Unidentified Exchange)

A little bit of quality
Will always make 'em smile;
A little bit of courtesy
Will bring 'em in a mile;
A little bit of friendliness
Will tickle 'em, 'tis plain—
And a little bit of service
Will bring 'em back again.

REGULATING INTERNATIONAL TRADE

Steps looking to the suppression of unfair competition in international trade are under consideration both by governments and business at the Conference for the Revision of the International Convention for Protection of Industrial Property in session at The Hague.

The conference itself is unusual in that it is not only an official gathering with delegations from 32 governments but that international business, represented by a delegation from the International Chamber of Commerce, sits at the same table, at the specific request of the conference itself, to act in an advisory capacity.

American business is represented on the International Chamber delegation by Franklin Hutchinson, General Patent Attorney of the International Western Electric Company, and Bernard Shoninger, former President of the American Chamber of Commerce in Paris.

The American committee has proposed that matters relating to the granting and protection of patents be concentrated largely at the international bureau at Berne. It has also advocated the establishment of a Permanent International Committee, also favored by the International Chamber, to act as a court of arbitration with respect to any controversy concerning rights in industrial property between subjects or citizens of any two contracting countries. The idea of the American committee is to set up a central international body to safeguard standards of international business practice.

PRESIDENT VON HINDENBURG'S OATH

Nation's Business contributes an interesting and significant side-light on the character of the Chief Executive of Germany which has an important bearing upon the future of that country, as well as the prospective relations of other European countries. It is apparently a simple incident, but it means a vast deal for peace and prosperity for the nations of the continent. Here it is, as told by the Editor, Merle Thorpe:

"Why was it, if Von Hindenburg is such a friend of the Republic, that he had to get the ex-Kaiser's permission to run for the presidency?", asks a correspondent.

A pertinent question and one made much of at the time. The question was put to General von Hindenburg. He acknowledged writing to the Kaiser, "because," he said, "I had taken an oath to support him and the monarchy, and I asked for release from my oath. It was given and I now have given my oath to the German Republic."

This bears out the statement made to me in Germany on every hand that Von Hindenburg is recognized even by his enemies as a man who keeps his word.

Very Helpful and Interesting

(Donald E. Slothower, Analytical Chemist and Microscopist, Harrisburg, Pa.)

THE AMERICAN PERFUMER & ESSENTIAL OIL REVIEW has been very helpful and interesting at all times.

RUNNING LARGE PLANTS, OR SMALLER ONES. TO GET 100% PRODUCTION

Since the old-time "efficiency experts" were cast into the discard and starting while those troublesome and expensive individuals were disturbing the business concerns which employed them, there came into modern commercial life what is called the production manager. The production manager now does for firms and corporations the effective work which the efficiency expert often failed to do and moreover his efforts never cease.

The origin of production management was due to the fact shrewd and thoughtful business men took the cue from their observations of the efficiency experts whose often futile and costly efforts suggested possibilities of real service. These manufacturers benefited by their experience to the extent of installing budgets and systems based on their own ideas that made the production manager a new and permanent factor in business life.

The term Production Manager may not mean much to some of our readers, but it does mean a great deal to firms that have been fortunate enough to create the job and put the right men into it. When carried out in favorable circumstances the result is that everything goes on as usual in the ordinary trend without affecting employees appreciably and yet increasing the productive possibilities of the plant. The Production Manager, if he is of fair intelligence and is loyal to his employer first, last and all the time, can do more in days than the old-time efficiency expert ever was able to accomplish in months, with the added advantage of continuous performance.

We have been printing a series of articles on "Production" by Ralph H. Auch, who has given some very practical advice on the subject in relation to the manufacture of perfumery and toilet preparations. Instead of Mr. Auch's chapter this month we are substituting a remarkably interesting article on Production written by Charles S. Pearce, president of the Palmolive Company, in which he tells how his organization solved the problem. In a word the Palmolive people instead of hiring an outside "expert" for a short period, accomplish the desired efficiency all of the time themselves. That in fact is a successful way to wrestle with the "Costs" and other problems of a similar nature.

We doubt if there is anybody in our clientele who has not got some bright employee who can read Mr. Pearce's article and produce almost immediate benefits to the employer and probably much more, if the advantages of the production idea have not already received practical consideration.

THE DEPENDABLE MAN

Business requires thinking, and the dependable man thinks, then intelligently acts, says a writer in the Silent Partner.

No man has all the brains in business. The dependable man knows this and seeks the advice and co-operation of men who are specially trained.

The dependable man does exactly what the management wants done. By his example he enlists the earnestness and energy of his fellow workers.

The dependable man is a burden-bearer and a load-lifter. He shoulders, in silence, his part of the program, and in doing this, makes himself a friend of others and a favorite with those who pay.

OUR ADVERTISERS

BRISTOL-SMITH, INC.

(Formerly the Bristol Industries, Inc.)
41 Park Row, New York City

American Perfumer & Essential Oil Review, 14 Cliff street, New York.

Gentlemen: We are very glad indeed, at the close of the year, to take this occasion to bear witness to you as to the pulling power of your publication, with particular reference to the advertisement which our principals, The E. N. Rowell Co., have been carrying with you.

There has not been a week in the past year that we have not received as a result of this Ad, opportunities to quote on boxes, and since the fall, there have been several weeks when we have received inquiries through the mail or by 'phone every day.

DONALD MAXWELL SMITH, President, BRISTOL-SMITH, INC.

KILL CORNER CARDS ON ENVELOPES? NO

Probably one of the most useful things that the Post Office Department does both for its own convenience and for the benefit of the majority of its business patrons is to supply stamped envelopes at nominal rates with return requests printed in the upper left-hand corner. The advantages are too apparent to need more than mention. The cost to the users is much less than they would have to pay to individual printers for small job lots, with the added loss of time and the extra profit for the small printers.

A sheaf of bills has gone into Congress to abolish the corner-cards system. Evidently the campaign is being promoted by little printers in small communities. That they can obtain legislation for this backward step in postal and trade efficiency is doubtful. Harry S. New, the Postmaster General, calls attention to the usefulness of the present system and to the fact that private printers and not the Government print the corner return requests on envelopes. The cost to business is lower than it might be otherwise because the volume of work makes the bids low.

There is no good reason for modifying the stamped envelope practice which has worked satisfactorily for more than half a century.

IMPORTANT FOR WORLD WAR VETERANS

Most of our readers are manufacturers and to them we commend attention to the campaign which the United States Veterans' Bureau is conducting to inform ex-service men and women of their right to reinstate and convert their war-time insurance, provided they act before July 2, 1926. Two monthly premiums and a report of a physical examination form the chief requirements.

It is suggested to employers who have veterans in their service eligible for this insurance that they acquaint the eligibles with word of the new chance to restore lapsed insurance in Uncle Sam's generous provision for insuring the survivors of the war.

We have not the space to print the details of the offer, which can be obtained from the regional managers of the United States Veterans' Bureau, but we will gladly give such information as we can to eligibles.

FEBRUARY REPORT ON GRASSE FLORAL PRODUCTS

(FROM OUR OWN CORRESPONDENT)

Grasse, February 5.—Following is the monthly report for February on essential oils and floral products:

Orange

The orange trees have certainly suffered from the extreme cold of the month of January. As yet it is impossible to arrive accurately at the extent of the damage done, but it is quite certain that the coming flowering will be deficient. If optimists can claim at present that the products derived from the orange blossoms will not go up in price, one may be almost convinced that neither will there be any reduction in the prices charged last year.

The neroli and petitgrain oils are greatly in demand; it must be noted, however, that there is a slight calm in the demand for orange pomades and compacts.

Rose

The more resistant rose bushes will have suffered less from the cold than the orange trees. If there are no late frosts, the next flowering will not be compromised.

The demand for rose products is not very lively, but the stocks are getting more and more exhausted and it is not thought there will be any left in the month of May next.

Iasmin

There is nothing to be said about the jasmin products situation. The demand is still normal and the month of July will be reached without any stock. The plants being strongly protected against the cold, have not suffered from the January frosts and the crop will not be compromised therefore up to the present.

Tuberose

The bulbs have come out of the earth since the month of November and have been sheltered in open sheds. The cold therefore cannot have had any effect on these tubers.

The demand for the tube rose products is quite normal.

Mimosa

Nearly all the trees are in blossom, and all the mountains, hills and slopes in the environment of Grasse and Cannes are covered with a great yellow mantle which evokes the admiration of the travelers passing through this region.

The success of these first spring blossoms is constantly growing; whole trains are leaving daily, loaded with mimosa baskets intended for all the countries in Europe. Exportation increases every year, and the price of these blossoms is still pretty high, especially at the beginning of the flowering.

The perfume industry can only treat these flowers at the very tail end of the crop, that is to say when they can no longer be sold for making up bouquets and when the price has become accessible to industrialists.

Lavender

The good qualities, rich in ethers, are beginning to get rare, since they are chiefly the kinds which have been greatly in demand this year. The few tens of tons which remain for sale at present are principally of qualities poor in linalyle acetate. The prices maintain themselves and there is no increase or reduction to be reported.

Aspic

The aspic oil is beginning to be in demand, as the stocks are greatly reduced everywhere.

Rosemary

This oil, which had been very much in demand on the part of soap makers on account of its advantageous price as compared with the other oils, is becoming very rare at present. The exotic rosemarys are nearly exhausted at the place of origin and it is only the old stocks still in the centers of the consuming countries that fill the buyers' needs at present.

Thyme

The stocks are relatively small, but the demand has noticeably slowed up the last few months, so that the prices will not go up, since it will be possible to satisfy the demand

Mint

In spite of the slump which shows itself quite perceptibly in the exotic mint oils and especially in the Japanese mint oil, the Grasse mint oil maintains its former rate by virtue of the small quantities which remain for sale.

Geranium

The weakness of the demand has caused a new deflection in all the geranium oils.

This selling slump which exists at present is not accounted for, since the rates are very advantageous and lower prices would render the cultivation of the plants impossible. If this weak demand persists and the distillers are obliged to again quote lower prices, they will put out the geranium plants in the spring and replace them by other more remunerative products.

BACTERICIDAL ACTION OF ESSENTIAL OILS

The results of experiments with a number of essential oils, both in the form of vapor and in the liquid state, on various pathogenic organisms are detailed. The results show that it is difficult to destroy, in vitro, certain organisms with essential oils on account of the mucus and other protective colloids which surround them. They show also that different oils which surround them. They show also that different oil was found to be an effective germicide for the diphtheria bacillus. In the form of vapor the oils are arranged in the following order, according to their activity: Lemon, thyme, orange, bergamot, juniper, clove, citronella, lavender, gomenol, peppermint, rosemary, sandalwood, eucalyptus, staranise. In the liquid state the order is: Thyme, lemon, juniper, peppermint, gomenol, orange, citronella, clove, lavender, rosemary, bergamot, eucalyptus, sandalwood, anise, staranise.—A. Morel and A. Rochaix, Bull. Sci. Pharm., 1925, 32, 257.

Bald Head Betrays Barber

"How'd you come to raid that barber shop?" asked the chief of the dry agents.

"Well," replied the dry agent, "it struck me kind of funny that so many men should buy hair restorer from a bald-headed barber."—Western Druggist.

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CONGRESS FINALLY ABOLISHES WAR TAX ON ALCOHOL

Misrepresentation Marks the Final Argument in the Senate Session; New Prohibition Bill; Federal Judge Curbs Arbitrary Revocations

Washington, February 15.—Reduction in the alcohol tax finally has been assured.

The Senate without a record vote accepted the House revenue bill provisions reducing the tax by one-half in gradual stages. The tax of \$2.20 per proof gallon is to be cut to \$1.65 on January 1, 1927, and to \$1.10 on January 1, 1928.

This will mean a revenue loss of \$4,000,000 in 1927 and \$8,000,000 in 1928.

There is no further question about the fate of the alcohol tax reduction proposal for the reason that the tax bill as passed by the Senate was in accord on this subject with the bill as passed by the House. Therefore the issue is not before the conferees of the Senate and House.

Public Sentiment Wins Reversal

The acceptance by the Senate of the House reductions followed a reversal of action by the Senate Finance Committee which originally in reporting the bill had restored the full \$2.20 tax. The reversal came after the committee had been bombarded with letters and telegrams from retail druggists and other groups of alcohol users. Only two of the members of the finance committee are reported to have opposed the reduction on the final vote.

Senator Reed, of Pennsylvania, Republican, who is regarded as a spokesman for Secretary of the Treasury Mellon, protested on the floor of the Senate against the reduction, but he got so little support that he did not even demand a roll call.

"I think the original amendment offered by the finance committee is wise," said Senator Reed. "By reducing the tax you are giving away \$8,000,000 in revenue and there is no reason in the world for doing so. The Senate Finance Committee decided originally not to reduce the tax. Since that time there has been a perfect storm of letters, most of them being inspired by manufacturers of a few proprietary medicines who frankly admit when cornered that they are not going to pass the reductions along to the public. The beneficiaries would be, first, manufacturers of proprietary medicines and second, the bootleggers of alcohol for illegitimate purposes.

"The propaganda we have been getting in such quantities is 90 per cent of it false and we should not be misled by

Feared Lowering of Drug Standards

Senator Reed undertook to show that the reduction on a proprietary medicine selling for 20 cents would amount to so little that the retailer would not be able to reduce the price as low as 15 cents.

Senator Bruce, of Maryland, Democrat, opposed the reduction on the ground that it would tend to lower the standards of the pharmaceutical industry.

Other senators, including Senators Harrison of Mississippi, Copeland of New York and McKellar of Tennessee, Democrats, and Senator La Follette of Wisconsin, Republican, urged the tax reduction on the ground that it meant some cut in price of medicines, toilet articles and other products containing alcohol

products containing alcohol.

Senator Copeland asserted that there was no occasion to bring the bootlegger into the matter. The bootlegger, he said, does not care how much alcohol costs as he can pass it along to the consumer. He insisted that there should be some reduction in retail prices of medicines and other articles as a result.

Washington, February 15.—The situation respecting the proposed creation of a Prohibition Bureau in the Treasury Department has taken a new turn with the introduction of the administration bill in both Houses of Congress.

The bill, which was introduced by Senator Smoot of Utah, chairman of the Senate Finance Committee, and Representative Green of Iowa, chairman of the House Ways and Means Committee, creates a Bureau of Prohibition headed by the Commissioner of Prohibition at a salary of \$10,000.

It also elevates the present customs division to the dignity of a bureau with a Commissioner of Customs at the head at a salary of \$10,000.

The bill was drafted in the Treasury Department and embodies the ideas of Assistant Secretary of the Treasury L. C. Andrews. It was forwarded to Senator Smoot and Representative Green by Secretary of the Treasury Mellon, who stated that the bill had the approval of President Coolidge and of the Director of the Budget.

May Kill the Cramton Bill

The organizations representing the industrial alcohol users who have consistently opposed the Cramton bill creating an independent prohibition bureau in the Treasury Department appear to be entirely satisfied with the Smoot-Green bill. The Anti-Saloon League interests also are expected to drop the Cramton bill and go along, though possibly with some reluctance, with the administration measure,

One reason that the Smoot-Green bill satisfies the industrial alcohol users is that it vests direct authority over prohibition enforcement with the Secretary of the Treasury, who may delegate to the Commissioner of Prohibition such powers and direct him to perform such duties under the National Prohibition Act and Narcotic Act as he may deem advisable. This means that the Commissioner of Prohibition must consistently look to the Secretary of the Treasury for guidance and will not be vested with such direct authority as was contemplated under the Cramton bill. In actual practice the Assistant Secretary of the Treasury, at present Mr. Andrews, will be in charge of prohibition enforcement with the Commissioner of Prohibition subject to his orders. In effect this legalizes substantially the same system which has already been placed in effect under the reorganization brought about by Mr. Andrews.

The bill eliminates the Commissioner of Internal Revenue from any connection with prohibition matters. At present under the law matters relating to prohibition which are handled by the Director of Prohibition must go through the hands of the Commissioner of Internal Revenue, but under Mr. Andrews' new system the Commissioner of Internal Revenue has been practically separated from any real connection with prohibition.

Cuts Out the Prohibition Controversy

Another reason why the administration bill is satisfactory to the industrial alcohol interests is that it has been referred to the finance and ways and means committees on the theory that it amends existing laws relating to the reorganization of the Treasury Department and does not amend the Volstead prohibition act. The Cramton bill, which related only to prohibition and did not deal with customs as does the new measure, was handled by the judiciary committees of the House and Senate on the theory that it had to do with prohibition, which is within the jurisdiction of these committees. By transferring jurisdiction to the finance and ways and means committees it is expected that the bill will

be removed to a considerable extent from the atmosphere of the prohibition controversy which prevails before the judiciary committees.

In a letter to Senator Smoot and Representative Green Secretary Mellon stated that the proposed reorganization is essential to efficiency in the administration of both customs and prohibition laws.

Provisions of Smoot-Green Measure

The text of the bill is as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled: That there are hereby established in the Treasury Department a Bureau of Customs and a Bureau of Prohibition. There shall be at the head of the Bureau of Customs a Commissioner of Customs and at the head of the Bureau of Prohibition a Commissioner of Prohibition. Each of said Commissioners shall be appointed by the Secretary of the Treasury and each shall receive a salary at the rate of \$10,000 per annum.

"(2) The Secretary of the Treasury is authorized to appoint in each of the Bureaus established by Section 1 of this Act such assistant commissioners, deputy commissioners, attorneys, clerks and other employees as he may from time to time determine within the limits of the amounts appropriated therefor by Congress. Assistant commissioners and deputy commissioners in their respective bureaus shall perform such duties and exercise such powers as the Secretary of the Treasury may from time to time direct.

"(3) The Bureau of Customs, under the direction of the Secretary of the Treasury, shall have charge of the adminstration and enforcement of all laws relating to the customs and all laws which impose upon the Secretary of the Treasury any duty now performed or power now exercised through the Customs Service. For the purpose of the administration and enforcement of said laws the Secretary of the Treasury may delegate to the Commissioner of Customs such powers and direct him to perform such duties as the Secretary may deem advisable. The offices of Director of Customs, Assistant Director of Customs, Director of Special Agency Service of the Customs, and Assistant Director of Special Agency Service of the Customs created by the Act of March 4, 1923 (Public No. 502, 67th Congress), are hereby abolished and the duties heretofore performed by said officers shall be performed by officers to be appointed under the provisions of this Act.

(4) The Bureau of Prohibition, under the direction of the Secretary of the Treasury, shall have charge of the administration and enforcement of the National Prohibition Act and acts or parts of acts amending or supplementing said National Prohibition Act; the Acts of December 17, 1914, and May 26, 1922, relating to narcotic drugs and acts or parts of acts amending or supplementing said Acts of December 17, 1914, and May 26, 1922; and any other laws similarly relating to intoxicating liquor and narcotics. Any powers or duties vested in or devolving upon the Commissioner of Internal Revenue with reference to the administration or to the enforcement of the aforesaid law shall no longer be exercised or performed by the Commissioner of Internal Revenue, but said powers and duties shall be vested in or devolve upon the Secretary of the Treasury. purpose of the administration and enforcement of the aforesaid laws the Secretary of the Treasury may delegate to the Commissioner of Prohibition such powers and direct him to perform such duties under said laws as the Secretary may deem advisable; except matters relating to the assessment and collection of taxes under said laws, which powers and duties the Secretary may delegate to the Commissioner of Internal Revenue.

"(5) The Commissioner of Prohibition, with the approval of the Secretary of the Treasury, is hereby authorized to appoint such employees in the field service as may be necessary for the administration and enforcement of the prohibition and narcotic laws.

"(6) Appropriations heretofore made for personal services in the District of Columbia in connection with the administration of the Customs laws shall be available for the payment of personal services in the Bureau of Customs, and the appropriations heretofore made for the enforcement of the provisions of the National Prohibition Act and the

Narcotic Act shall be available for payment of personal services and other expenses in the Bureau of Prohibition.

"(7) Nothing in this Act contained shall be construed as in any respect affecting the right of appeal to a court of equity from any decision of the Secretary of the Treasury hereunder as provided by the National Prohibition Act.

"(8) All Acts or parts of Acts inconsistent with this Act are hereby repealed.

"(9) This Act shall take effect on the first day of the second month after the month in which it becomes a law."

Federal Judge Denies Right of Prohibition Unit to Arbitrarily Revoke Permits

Prohibition authorities have received a set-back in their plan to require annual renewals of alcohol permits. Decisions of Judge O. B. Dickinson in the federal district court at Philadelphia ordered the Prohibition Unit to restore alcohol permits to the Swanson Chemical Co., the Beach Chemical Co., and the Marshall Mfg. Co.

Judge Dickinson denied that the case called for a board ruling on the authority of the prohibition commissioner to revoke all alcohol withdrawal permits on December 31 of each year and require applications for renewals.

Through Andrew J. Volstead, and other counsel, the enforcement authorities asked for a broad legal decision that would support the prohibition unit in its new drastic handling of the alcohol situation.

Permits of the Swanson and Beach companies, both of Philadelphia, were cancelled December 31, 1925. When the companies applied for permit renewals for 1926 the department refused them.

Judge Dickinson said that the case, as it should have been argued, did not contain more than one issue, that being whether the refusal of the prohibition commissioner to renew the permits was equivalent to a revocation.

The Marshall decision was the second reversal admini-

The Marshall decision was the second reversal administered Federal prohibition officials within thirty-six hours by Judge Dickinson. A similar decision previously was regarded by high prohibition counsel as indicative of the Court's attitude toward Lincoln A. Andrews' order that all alcohol permits should automatically expire at the end of each year.

each year.

Judge Dickinson held that the Federal prohibition officials had failed to comply with their own regulations of revocation of permits in having attempted to annul the Marshall permit without giving the plaintiff a full hearing on the charges against the company.

New Squad to Supervise Alcohol Plants

Prohibition officials have announced plans for closer supervision over alcohol plants.

Organization of a special squad of enforcement officers whose sole duty will be to guard against diversion of alcohol has been made known by Assistant Secretary of the Treasury Andrews. This squad will be in charge of Prohibition Adminstrator John A. Foster of the New York district. The special squad will operate in New York and Pennsylvania districts and will operate without regard to prohibition district lines. Mr. Foster will continue to exercise his duties as administrator of the New York district as well as taking charge of the new squad.

Volstead's Rub Alcohol Crusade Repudiated

Denial has been made by prohibition authorities of reports that a crusade against rubbing alcohol generally has been launched. The reports were based on statements by Andrew J. Volstead, author of the prohibition law, who is now legal adviser of the St. Paul prohibition district.

It was indicated that Mr. Volstead was probably aiming

It was indicated that Mr. Volstead was probably aiming at so-called rubbing preparations made under an old denatured alcohol formula knows as 39-B, which was outlawed some weeks ago by the Treasury Department. At that time a decision was announced restricting manufacturers of alcoholic rubbing preparations to the use of formula 23-A, which requires the use of acetone as a denaturant. That

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TARIFF AGITATION KEEPS UP, BUT MAKES NO PROGRESS

Bill to Revise Federal Trade Board Methods Excites Much Interest; National Distribution Conference Meets; Aromatic Synthetic Imports

Washington, February 15.—Tariff matters have been more or less in the limelight recently. Democrats in Congress have continued their hammering at the Fordney-McCumber Tariff Act of 1922, making speeches in the House and Senate and presenting resolutions demanding investigations of duties. The Tariff Commission has been under fire from agricultural organizations as well as from Democrats in Congress.

Abolition of the Tariff Commission was demanded in resolutions adopted at the mid-winter meeting of the National Board of Farm Organizations which called upon Congress to institute an inquiry into acts and procedure of that body. This action was the culmination of a series of difficulties which farm associations have been having with the Tariff Commission in connection with the investigations into duties on casein, butter and vegetable oils.

Spokesmen for the farmers at this meeting manifested indignation over continued delays by the Tariff Commission in these cases. The issue was sharply drawn over recent developments in connection with the investigation of the costs of producing butter.

Representatives of the National Cooperative Milk Producers' Federation, a member of the national board, maintained that the commission's procedure had been irregular, and that, in their judgment, the commission had violated both the letter and the spirit of the flexible tariff provision of the tariff act.

They asserted that recently the Tariff Commission had received a representative of the Danish government in a private conference, without notice to other interested parties; that this private conference was held months after the public hearing in the butter case had been held; and that the commission had listened at length to facts presented by the Danish agent with respect to changed conditions in Denmark, occuring after the commission had closed its hearings April 21, 1925. They had protested to the commission on January 23 against this action. They reported to the delegates that they had received from the commission a letter which dodged the main issue and quibbled over minor details.

New Ruling on Costs in Tariff Decisions

Transportation costs may be included by the Tariff Commission in estimating production costs whenever it can be shown that this item constitutes an advantage or disadvantage in competition between domestic and foreign producers, according to an opinion given by Attorney General Sargent to President Coolidge.

The ruling was requested by the President in connection with a conflict between members of the Tariff Commission in the case involving duties on straw hats. A recommendation for an increase in duty on straw hats has been before the President for many months. A controversy over the inclusion of transportation costs also has figured in other cases before the Tariff Commission.

Conclusions reached by the Attorney General were:

"By section 315 (a), the President is directed to investigate and ascertain the 'differences in cost of production' of foreign and domestic articles, and to increase or decrease the statutory rates of duty, to equalize such differences,

"Section 315 (c) enumerates the factors which the President shall take into consideration in ascertaining such differences in costs of production, and in fixing the proper rate to equalize the same. In the performance of this statutory duty he should, by virtue of clause (4) subdivision (c), take into consideration, in so far as he finds it practicable from an analysis of the facts in each case, costs of transportation, whenever it is shown that such costs or differences therein, as between foreign and domestic

articles, constitute an advantage or disadvantage in competition between the foreign and domestic American producers."

Resolution in House for Tariff Inquiry.

Representative Cordell Hull, who is one of the leaders in the Democratic agitation for tariff revision, introduced a resolution in the House seeking investigations of duties of various schedules of the present law. His resolution provides that it is the sense of the House that immediate investigations of public hearings should take place before the Ways and Means Committee with reference to the metals schedule with a view to repealing duties which are useless both from the standpoint of revenue and appreciable competition, and reducing to a moderate or competitive basis for revenue such duties as are either excessive or prohibitive. Following such investigations it is provided that hearings shall take place on other schedules, including those relating to textiles, household goods, automobiles and tires, machinery and numerous other articles of common use.

Marvin Again Chairman of Tariff Board

President Coolidge has designated Thomas O. Marvin as chairman of the Tariff Commission for another year. There had been a controversy over his redesignation and a possibility had been suggested that the President might allow Alfred P. Dennis, a Democrat and vice-chairman, to become the chairman. Mr. Marvin is a protectionist Republican and has been the leader in one of the opposing groups in the controversy which has been raging within the commission for the past two or three years.

Bureau of Standards Shows Progress

Many improvements in the technique of industry with accompanying benefits to the general public are set forth in the annual report of the Bureau of Standards by Director George K. Burgess. Improved industrial practice, greater precision in commercial transactions, standard requirements for government purchases, and discoveries in the field of pure science, all mark the record of work accomplished by the bureau during the year.

Dr. Burgess reports that during the year the bureau completed 171,196 tests, an increase of 26 per cent over the preceding year. The character and scope of these tests spanned the province of applied science from sugar to cement, from clinical thermometers and other precision instruments to motor oils and brake-linings, from industrial photography to studies in model housing and home financing.

During the year the bureau received \$43,202.86 for public tests. The total fee value of all tests was \$544,384.91, an increase of \$34,500 over the corresponding figure for last

There has been a considerable increase in testing for government establishments, and as a result of the activities of the Federal Specifications Board, this line of activity is likely to increase, the report states.

Bill to Revise Federal Trade Board Methods

There have been numerous requests for information about the bill introduced in both houses of Congress for revising the procedure of the Federal Trade Commission. Letters indicate that something ought to be done.

The purposes of the bill are set forth in a joint statement issued by Senator Wadsworth and Representative Williams

"Section 5 of the Federal Trade Commission Act declares unfair methods of competition in commerce to be unlawful and empowers the Federal Trade Commission to prevent their use," says the statement. "The Wadsworth-Williams bill preserves this declaration and direction intact. The bill, however, seeks to bring about certain changes in

the procedure of the Commission under Section 5 in order that the administration of the Act may be more just and effective. The amendments are as follows:

"1. The Commission will be required, whenever it has reason to believe that an unfair method of competition is being practiced, to seek informally to perform its duty before resorting to a formal proceeding, unless it believes that the public interest demands a formal proceeding in the first instance. We believe there are many cases in which an informal proceeding, inviting the confidence of business and its cooperation in eliminating unfair methods, will bring about needed corrections, to say nothing of the saving in expense to both the Government and business. The Trade Commission has already adopted rules for such informal inquiries. This amendment will make such procedure permanent.

"2. The Commission will be prevented from publishing the name of the respondent in a proceeding under the Act unless and until he has been duly found to have used an unfair method. This amendment is designed to protect the respondent from being branded before the public with the odious name of an unfair trader, while it yet remains to be determined whether he is guilty. Prior publication of the respondent's name is unjust and unnecessary. If it is shown that his methods have been unfair, then that fact should and will be published.

"3. The jurisdiction of the Commission will be limited to business methods in use, whereas now it may act with respect to methods previously used and discontinued. The desirability of such an amendment is obvious. No useful public purpose can be served by investigating practices which have been discontinued and issuing 'cease and desist' orders against things that are not being done.

"4. The Commission will be required to set forth in the notice of proceeding its reasons for believing that the questioned method is unlawful and to attach to each order issued by it a statement of the reasons therefor. The respondent, the courts and the public generally are entitled to know the reasons for an order issued by the Commission. By this amendment a deliberate, sound and uniform administration of the Act will be achieved.

"5. The respondent will be permitted to move the dismissal of the proceeding upon its institution, on the ground that the notice fails to state a prima facie cause of action under the Act. If the Commission denies his motion, the respondent may take the matter to the court for review. The present Act does not confer this right upon the respondent. We believe it should do so. The respondent should have the right to have the first and fundamental question presented, viz. whether the Commission's notice states a prima facie case of violation of law. This motion is, in fact, a demurrer, a common legal procedure operating to secure due process of law.

"6. The bill provides that a competitor injured by the questioned method will be permitted to intervene in a proceeding to such an extent and under such conditions as the Commission may prescribe. As a matter of principle and justice, he should have this right. He does not have it now.

"7. The Court of Appeals of the District of Columbia will be empowered, as a result of this bill, to review and enforce an order of the Commission if the method questioned is used or the respondent resides or carries on business in the District of Columbia. This it may not now do. At present the Circuit Court of Appeals alone has this power. With respect to cases arising outside the District of Columbia the bill leaves jurisdiction with the Circuit Courts of Appeals without change."

Imports of Aromatic Synthetics

Imports of synthetic aromatic chemicals for the month of January totaled 8,690 pounds, with an invoice value of \$11,165.

National Distribution Conference

The national distribution conference held under the auspices of the Chamber of Commerce of the United States launched a project for setting up machinery by which business may cooperate for the purposes of self-government and the tracing and elimination of the wastes of marketing.

and elimination of the wastes of marketing.

The conference recommended as a first step toward the

elimination of trade abuses and destructive trade practices that the Chamber of Commerce designate a joint trade relations committee to act as a clearing house for complaints,

Further steps were also proposed for the joint collection of statistics and business figures and the conduct of economic research in the interest of business and the public at large.

ALCOHOL SITUATION AT WASHINGTON

(Continued from Page 684)

material, department experts believe, is much more difficult to extract from alcohol than are some other denaturants.

There is no campaign on against rubbing preparations made according to formula 23-A, it is announced, unless such alcohol is diverted to illegitimate purposes, which is also true of other alcohol preparations.

Trade Wants Board of Appeals Reinstated

A conference for the abolition of the board of appeals in the Prohibition Unit took place recently before Assistant Secretary Andrews. Representatives of retail druggists, distillers, denaturers and manufacturers participated, protesting against the abolition of the board, which they contended left the administrators arbiters subject only to right of review by a court of equity. It was charged that administrators might exercise too great authority and that the only remedy would be the reestablishment of the Board of Appeals in Washington.

IS BIG BUSINESS FORCED TO BE VIRTUOUS?

(From the New York Times)

As might have been expected, not the least interesting of the many addresses made at the convention of investment Bankers in Florida was the one delivered by President Walter S. Gifford of the American Telephone and Telegraph Company.

What he contended was that among the results of doing business on a large scale, and through big corporations, there had been a notable bettering of business ethics. That is contrary to popular assumption, but Mr. Gifford not only stated it, but he explained it.

He said that big business was not only far better able than little business to ignore the immediate dollar, but often was compelled to do it and to seek, instead, the future dollars that can be secured only by cultivating the public's good-will, and this could be done only by deserving it. The broader and longer view had to be taken by the men who controlled the great corporations—had to be, that is, if they were to achieve permanent success—and they could see that the present profit, which used to loom so large, was a thing of comparatively small importance.

a thing of comparatively small importance.

As Mr. Gifford put it, "big business, incorporated as it is, realizes that it is established for 'the long haul,' and that in the long run scrupulous honesty and integrity are the

best rules for success." And he added:

"This growth of higher standards of business ethics has already been of the greatest significance in the progress of the country. Obviously, it has made for greater confidence between the people of the country and business enterprises generally and for the greater confidence which exists between Government and business, a fact recently emphasized by President Coolidge."

Girls Put High School's Name on Rouge Boxes

Bangor (Maine) High School students, who issued a declaration of independence by voting to abolish old-time dances just when Mellie Dunham was at the height of his popularity, have clashed with the Faculty on a present-day issue. To show their "school spirit" the girl students have had the name of the school engraved on powder boxes, rouge compacts and other up-to-date possessions.

The principal, the dean of girls and a former dean jointly issued a statement of disapproval, but the students cling to their fad.

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THE MANY BENEFICIAL EFFECTS OF CO-OPERATION

Some Pertinent Reasons Why United Effort to Secure New Users
For Perfumeries and Toiletries Is Vitally Essential to Real Progress
By LEROY FAIRMAN

New York Advertising and Merchandising Expert

When the millinery buyer of the Bon Ton department store of Kankakee comes to market, he finds the manufacturers of the merchandise he seeks conveniently grouped in one section of the city. They herd together because they have found that making it more convenient for the buyers to call on such of them as they wish to see, produces more sales for each and every one of them.

The man who is thinking of engaging in the business of manufacturing women's hats, looks around for a location as near as possible to the heart of the millinery section. He doesn't say to himself, "I'll get 'way off in another corner of the city; then I won't have to compete with all these big fellows."

When manufacturers in various lines of business found that it was good business to herd together geographically, many of them went a step farther and concluded that close co-operation in other respects was also good business. In other words, they found that by working together in matters of vital interest, they increased the total consumption of the type of merchandise they manufactured, eliminated trade abuses, stopped expensive leaks in production and marketing, minimized labor troubles and made more money.

As a result of these discoveries and conclusions, trade associations sprung up. Of these there are now a considerable number. Some of them are useful and efficient, but most of them are not. All of them might be, if it were not for these handicaps; jealousy, suspicion and indolence.

Many Attempts at Co-operative Advertising

Many associations of manufacturers have made attempts to get together on some common ground which would enable them to advertise co-operatively. As a rule, these attempts are failures.

I have attended several manufacturers' conventions where the subject of co-operative advertising has been discussed, and eloquently advocated by men who had made a thorough study of the subject and were convinced of its merits and feasibility.

Some of the members present invariably raised objections based on what they "thought," with no foundation of fact to back up their opinions. Some listened attentively, and applauded vigorously. Many took so little interest in the matter that they didn't bother to listen, but swapped the latest Pat and Mike anecodotes with their neighbors. And when the time came to sign their names to a document committing them to do their share in the proposed co-operative campaign, one and all had important business elsewhere.

Manufacturers' associations are, generally speaking, directed if not dominated by the big men in the industry. This is natural; the qualities which have made a man a leader industrially make him a leader in an association. If he does not assume leadership, he has it thrust upon him. If he modestly refuses office, he has to do most of the work anyway. He must initiate, or at least actively support, any measures which are to become more than vague hopes or dreams.

This natural and logical condition is, I believe, responsible for most of the jealousy and suspicion which makes most association work petty or abortive. The efforts of the big men to put something through are interpreted as attempts to put something over. They are believed to have an ulterior motive in everything they propose. They are believed to be working solely for their own interests; attempting to strengthen their grip on the industry and crowd the smaller manufacturers off the map. Openly or covertly, the idea that they have the interests of the whole industry at heart, is sneered at.

Small Men Suspicious of Larger Firms

In talking with manufacturers who opposed, actively or passively, any movement looking to co-operative advertising, I have found that what seemed to be in the back of their heads was the belief that any increase in business resulting from such advertising would go to the big manufacturers—that they, the smaller fry, wouldn't "get their share." And the queer part of it is that their idea of "their share" is as much as anybody else gets!

Of course, it would be absurd to say that the small manufacturer, who puts \$1,000 into a co-operative advertising fund, should expect to gain a volume of new business as great as that secured by the big manufacturer, who put in \$10,000. It is apparent, nevertheless, that one of the chief obstacles to co-operative advertising is this feeling that the big manufacturers will be the ones to profit most largely.

Analysis of the matter in all its phases shows that in an extension of the field of any industry through attracting new consumers, the small manufacturer profits more, relatively speaking, than the large one. Let us say, for the sake of simplicity, that there are 100 consumers of a commodity, and that the business is divided among several manufacturers, small and big.

The big manufacturer, eager to extend his business to still larger volume, bends his energies to the task of luring customers from the smaller manufacturers. In a field thus constricted, there is nothing else for him to do. And with greater manufacturing facilities, a larger and more aggressive sales organization and plenty of money to spend on advertising, the job is not a difficult one—and the small manufacturer finds himself slowly but surely jammed up against a very hard wall.

Would Gain Trade for Entire Industry

But the purpose of co-operative advertising is to gain new consumers for the industry as a whole. There is no stressing of the brands of the big manufacturer; no mention of individual products. The sole purpose is to draw in new business from the ranks of non-consumers, and this new business is like the rain which benefits the whole country-side, and not merely the owners of the largest farms.

The big manufacturers naturally get a big share of this new business; but they harm nobody in doing so. They are not taking customers away from their smaller competitors. They are so busy taking care of this new business, and in

making and executing the new plans for further expansion which this new business suggests and makes possible, that they have quite enough outlet for their energies without scheming to take business away from the other fellow.

Meantime the small manufacturer is getting his share of the new business—and his share, of course, is all he can get. And this share, great or small, gives him new profits to work with. He is now in position to mend his fences, to strengthen weak spots, to get after more business with renewed energy, and to enlarge his advertising activities. He begins to have visions of being a big fellow himself!

No business is in a healthy condition unless those engaged in it are making a broad and determined effort to gain new users for the type of product it produces. Sales effort and advertising activities devoted solely to converting consumers to the use of some one brand of commodity is all very well if the goods are necessities, or conveniences and luxuries which everybody wants. Everybody must eat; therefore advertising devoted to winning consumers for some brand of baked beans is thoroughly consistent and proper. Everybody must wear clothes; therefore advertising whose purpose is to convince people they ought to wear the garments made by some one manufacturer is consistent and proper.

Some Things That Really Are Luxuries

But people can get along quite nicely without spats, or silk underwear, or phonographs, or perfumery. For this reason the advertising of such commodities should be largely devoted to convincing non-users of the elegance of spats as spats, of the delights of wearing silk underwear as silk underwear, of the pleasures of the phonograph as a musical instrument, of the desirability of the use of perfume per se.

It's time enough to sell them your own brand after you have sold them the commodity in general. Furthermore, you can't sell them your own brand unless and until you have sold them the commodity.

When you see an advertisement which is frankly devoted to an effort to sell a brand of merchandise in the luxury class to the present users of the commodity, you are on the trail of an unhealthy situation.

There was a time when the automobile was considered a luxury. People had to be sold the idea of using a car, they had to be convinced that it was a practical machine, and that the amount of enjoyment they could get out of it made it a worth while investment. At that time, you will remember, the advertisers of motor cars used a great deal of space in missionary work for the automobile as an institution. They used the most alluring words in the dictionary to paint glowing pictures of the joys of motoring. It was more than a sensible thing to do—it was absolutely necessary.

Not Necessary to "Sell" Motoring Any Longer

That time has passed. It isn't necessary to sell the idea of motoring any longer. Everybody wants a car, and the advertiser can devote his space and his efforts to painting word pictures of the superior merits of his own merchandise.

In some branches of the toilet articles field advertising of an institutional character has been done, and well done. The tooth brush advertisers have very thoroughly sold the idea of using a tooth brush, some tooth brush, as well as setting forth the special advantages of their own wares. Various preparations for the care of the hair have done an equally good job in their field. The dentifrice manufacturers have preached the doctrine of the clean tooth and the frequent

call upon the dentist long, loudly and mighty effectively. The care of the skin, and the right ways to care for it, have been emphasized by a number of makers of toilet soaps; and while each has insisted strongly upon the wonderful merits of his own soap, nevertheless the *idea* has been put over, to the mutual benefit of all. Such advertising as this, though undertaken by individual firms, is in effect co-operative, as it helps them all, big and little.

It will be observed that none of the commodities mentioned in the above paragraph is, by present day standards, a luxury. Other products in the toilet goods field are luxuries—and this is especially true of perfumes.

Notwithstanding the heavy advertising of certain brands, I do not believe the idea of using face creams has ever been properly sold to the women of America. The use of rouge certainly never has. And it is obvious that such perfumery advertising as is done is almost entirely directed to the present users of perfumes, with next to no effort to sell the perfume idea to non-users.

In the trade symposium printed in the January number of this magazine, a large number of the manufacturers quoted expressed themselves quite frankly as to the continued menace of toiletries of French manufacture. In my opinion not enough thought has been given to the fact that the French goods are sold almost exclusively to the sophisticated class to women accustomed to the use of cosmetics and perfumery.

The importers of French goods are making no attempt to create new business. Their appeal is to present users; the business they get is the business they have always had plus that which they are able to take away from American manufacturers through the magical influence of the words "made in France," and through stressing French names and the Parisian atmosphere.

Opportunity for American Manufacturers

The opportunity of the American manufacturers is, for this reason, one of public education. If their business is to grow as it should and be what it might, they must convert a vast army of non-users. These present non-users do not belong to the sophisticated class. They don't live in the big cities. French names and the French influence mean nothing to them. They are representative American women. There are millions of them in our small cities, small towns, and rural districts. If the American manufacturers go after this business and develop it, they can keep it.

For reasons into which it is not necessary to go, this is not a job for any one, or any two or three, manufacturers of cosmetics and perfumes. It is a job for the entire industry. It is a job which ought to be done, and it is sincerely to be hoped that jealousy, suspicion and indolence, the sinister trio which usually bob up and put a quietus on co-operative effort, will not in this case intervene.

1926 Starts Out Very Satisfactorily

O. C. Manly, manager Puritan Drug Manufacturing Co., Columbus, Ohio.—We had an increase in sales in 1925 over 1924 of a little over 30 per cent. So far, 1926 is starting out with a very satisfactory volume of business and should the same conditions maintain throughout the year, we believe 1926 should show a still further gain.

As to the effect of French names and the word, "Paris" on products made here by non-French concerns would say that we have no doubt but that business of this kind is retarded for those displaying their proper name and address.

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"EVERY MACHINE BUSY 95% EVERY MONTH"*

How Through the Close Co-ordination of Both Sales and Purchasing a Great Corporation Has Effected Stabilization on 1,000 Items

By CHARLES S. PEARCE,

President of the Palmolive Co., Chicago

"You have to make a whole lot more soap," the sales department used to tell the manufacturing end of the business. "We are selling it faster than we ever did before." So the factories would speed up, and put on additional

So the factories would speed workers.

"More. We have to have more," the sales department would continue to insist. And the manufacturing executives would build up their production and their labor force to a point which it had never before reached. They would, within a month or two, be manufacturing more of our products than ever before.

But while the factory management would know in a general way that the reason the sales department was disposing of so much production was that customers were buying on what they thought looked like a sure bulge in the rawmaterial market, neither the sales nor manufacturing men had the exact figures to plan by. We knew that our customers wanted to cover their future needs and were buying accordingly, but we did not know in exact figures just what to expect.

It did not take long, under these circumstances, for the dealers to get our products stacked up in their stockrooms. And then the orders ceased to flow in, and our own warehouse space would be getting filled up to the roof. But, like as not, the factories would be pushing ahead full force, making lots of products at a higher-than-normal cost with many partly trained workers.

By the time definite word of the condition would get through to the manufacturing men, we would have so much product made up ahead that we had to slow down our production. There would be no other answer, under these circumstances. And when we speeded up again, we had to begin again to build up a force and teach the new employees about our manufacturing. We were always either speeding up or slowing down, instead of running along at a level, efficient rate of production.

That is how things used to work out, before we had developed means of co-ordinating the various factors which enter into our business. We were not, I believe, any more lax in these respects than are most reasonably successful businesses. But we were much more lax than we should have been, as our subsequent experience has shown.

For we have succeeded, without any undue effort or expense, in co-ordinating the various elements which enter into our business. We have very nearly eliminated all of the working at cross purposes which characterized so many of our efforts before we knew exactly what we were doing, and why. And we have taken, today, most of the uncertainty out of our business.

The three elements which require most careful co-ordination in a business such as ours are sales, production, and purchases. There are other elements, such as finance, but they are correlative, rather than basic.

*Republished by Special Permission from Factory, the Magazine of Management, Chicago.

Nowadays there is very little uncertainty in the manufacturing departments as to what they will be called upon to produce. The sales department knows that it will probably sell about so much of each item during the next month; it knows pretty well for each of the next twelve months. And, armed with these figures, the manufacturing managers find the production of the various products an easier task.

The focal point of the plan is the production manager, whose principal function is the correlation of the various factors. He starts out with the sales budget for the year's business, as recommended by the sales manager, and adopted by the management. His assumption is that the total volume will be as agreed upon. And he goes to the records to ascertain the other essential facts.

He has available statistics showing how much in pounds, cases, barrels, or whatever the unit of each product sold in each territory during each month of the previous few years. He is the co-ordinating officer to whom sales estimates are given and from whom manufacturing departments secure their production program as to quantities and hne-up.

Each item is covered by standard specifications, as to material quantities, size, and the like. In this way we are assured that our products will be standard in quality, appearance, size, and so forth.

At times sales estimates may appear unusually large. In that event we go over all figures carefully, and ascertain the time when merchandise is required. We even up the quantities produced in each period. Thus the peaks and valleys are ironed out of our manufacturing, and we have the stock ready for the sales department when required.

Our factory is ready at any time to step up production, but we do not speed it up until the conditions have been very carefully gone over.

Our production manager works very closely with the sales department and on a very friendly basis. He has to, in order that he may know as far ahead as possible just what finished products we shall need, and when.

Altogether, several hundreds of products are involved. They range from Palmolive soap, our best known product, on through laundry products, shaving cream and shampoo, talcum powder, toilet water, nut-margarine, oleomargine, and edible oils.

The miscellaneous, minor items are much harder to control from the standpoint of production than is our best-known item. If we had only Palmolive soap to manufacture, our whole budgeting job would be so simple that we should need no formal organization to keep it running along as it should.

The first stage in the program lined up by the production manager is the sales budget for the year.

A production schedule, or budget, for each month for the Milwaukee, Chicago, and Pacific Coast factories is the next stage. The four factories which are manufacturing in France, Cuba, Australia, and Canada are not scheduled from the head office, though each one runs on a budget prepared

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along the same lines and approved from Chicago, also under standard specifications likewise approved.

This monthly schedule or budget is issued forty-five days before the beginning of the month it covers. It tells which of our products must be manufactured and how much of each, shows what raw materials and supplies (such as boxes and labels) must be purchased and when they will be needed. It also controls the supply of finished products in our warehouses, and tells what will be needed in each.

At each factory the production manager has a representative who goes over the monthly budget with the factory superintendent. Together they work out the next stage of the budget

We divide our production month into four parts. The two men take in turn each item on the budget, and make a detailed schedule of production. Palmolive soap, for example, will always run full time at all of our factories. It is made on special automatic machinery, especially adapted to the one job. If we had not developed so tremendous and steady a sale for it, we could not use this type of machinery.

With our miscellaneous products, however, many kinds of products can be made on many kinds of machines. And here is where the scheduling problems must be worked out.

They may decide, for instance, to make all of one month's production of an item in the first quarter of the month. Or they may decide to spread the production over the full four periods. In general, they try to schedule most of the anticipated production on miscellaneous items during the first three periods of the month, so that the last week may be kept clear for meeting any unexpected requirements. But we may meet the unexpected either by producing a specially needed item in the fourth week or by fitting into some earlier period if necessary, setting back some other item not urgently needed. For instance, large sales may exhaust the stock of an item which we had not expected to manufacture before the next month. All right; we have excess production capacity ready, by reason of the scheduling, to handle this job in the last quarter of the month or to fit in where necessary.

Plan Will Guarantee Keeping Machinery Busy

Every month, after we have the production quotas, we figure out the percentage of our mechanical equipment which this will keep busy. Suppose that this figure is 85 per cent. Then the condition is called to the attention of the people in the organization who are responsible for disposing of the types of products affected. The production department will figure out with them the best way to keep that machinery occupied productively. And before they get the session finished, they will have worked out a plan which guarantees keeping the machinery busy 95 per cent or more. They are not satisfied until they have arrived at such a figure.

By reason of the figures which he has been gathering since this plan was adopted, the production manager knows a good many of the definite facts which before this work was begun were simply recognized vaguely as trends. A good example of this, and the way that it works out, is talcum powder. Shampoo is another.

Both of these items are used more freely in warm weather than in cold. So, along about January, the production manager begins to gather complete information from sales and manufacturing departments so that production plans are laid accordingly.

His January requirements are, say, about 50,000—this is not the real figure, of course; merely an illustration. But in order to keep a reasonably level rate of production and avoid the forced production which inevitably means higher costs, we manufacture 100,000 in January and keep right on at this rate.

By April he will need, he knows, 300,000 a month. And this peak demand will continue on for three or four months. When April comes, he has 150,000 or 200,000 in stock—and it is not merchandise which he has had on hand so long that it has rolled up heavy carrying charges against it. We are able to ship this stock out for the spring orders; increase our production on these items a little more during the rush months; and ride along smoothly without getting any one disturbed or ever falling behind with deliveries.

Similarly, we keep track of the speed with which each product moves—with particular attention to the slow-moving lines. When an item has been so slow for three months that it seems it is not worth the bother of making it, the manufacturing executive goes into conference with the department responsible for selling this line. If no good reason is forthcoming for continuing the item, then that line is closed out. The sales department makes an especial effort to sell the stock of it we have on hand, and it forthwith is stricken from our list of products.

Production Quotas May Be Supplemented

If by any chance the sales department underestimates the requirements for any products, then the production manager can supplement his original production quotas. But our knowledge of the factors which must be taken into consideration in each estimate is steadily growing. As a result, it is decreasingly frequent that any radical alteration must be made after a schedule is set.

So much for production. The next step in the general plan has to do with maintaining stock at our various warehouse points. Here, again, the production manager's figures show us exactly what stock should be maintained at each point in order to supply the demands there, yet without tying up money unnecessarily and spending extra dollars in the maintenance of excess warehouse capacity.

So the production manager's department controls these stocks. The sales figures show how much should be maintained. The shipment figures which come in daily from the warehouse points tell just what is needed to replace the goods shipped. Each week the production department orders out to the branch stocks quantities sufficient to maintain the set stock levels. These stock levels, or schedules, are revised regularly to support ever-changing conditions.

There have also been worked out figures showing the economical way to ship goods to these points and still maintain the adequate stocks. At intervals cars leave for these points—the interval of shipment being so controlled, of course, as to make for the maximum carload shipments and the minimum L.J.

All of this budgeting has a very important bearing on our inventories—both of raw material and supplies, and of finished product. In this way, of course, it has a direct bearing on our financial requirements. When inventories are cut, working capital requirements are reduced by just so much.

We have no excess now, of raw materials or of packages or of finished product. Altogether over 1,000 inventory items are affected. Our average finished inventories have been cut almost in half since our plan of controlling production was put into effect. This in spite of increased business.

Material inventories were also considerably reduced through this control.

The budget plan has been most effective in this respect

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since we included purchasing in the budgeting. And that was the last step we took in developing our budget.

Some years ago we began to realize keenly the need for tying our sales, our production, and our purchasing more closely together. And we first began to work in this direction several years ago.

It is obviously impossible to jump in and solve factory-control problems overnight. We started our budget in a crude way, and we have been steadily improving it. Not until a year or so ago was it anywhere near perfect for our purpose. At that, we are ready to admit that it may not be the very best plan in the world. But it works well for us. And we see no reason why it should not be quite as effective for a good many other concerns which today have no adequate control and co-ordination of the major factor of their business.

One most important result of the whole plan is the way it has steadied our production. No longer do we fluctuate up and down with any degree of violence. We know now what is needed right straight through the year, and plan our production accordingly. Even though some of our products do not sell evenly throughout the year, we manage to keep our production curve almost a flat line. Peaks and valleys of production are an expensive luxury—too expensive to suit us. No longer do we have them.

One Result-Regularity of Employment

Here, as a result, we have attained an absolute regularity of employment. Production is steady, and so are our workers. Since our purchasing has been correlated with production and sales so much more closely, we are much further than ever before from having shutdowns due to the lack of an important material or supply. Only a few departments have run short of anything they needed during the last several years; and in every instance we were able to put people in them to work on other jobs which kept them usefully occupied.

Our labor turnover is reduced to a point far below the average. In fact, we know of no organization as large as ours which has so low a rate of labor turnover. One reason is that of steady employment. For the last three years we have supplied fifty-two weeks' work every year.

We have other reasons, too, for our steady force of employees. There is a "different" compensation plan which has a beneficial effect. There is a plan by which factory workers have opportunity for regular promotion. There are, in addition to these others, plans for stock ownership and insurance in which every eligible employee participates.

But all of the effort and expense that we put into these and other attempts to maintain a constant force of experienced high-grade workers would be largely wasted if at times there were no work for some of them. After all, what a workman is primarily interested in is regularity of employment. He can not eat group insurance or stock participation, if his wages are shut off.

As an outcome of the budget plan, we have followed through a good many other improvements in our business which otherwise might have been further held off. For the outstanding lesson we have learned is this: The whole business must be run efficiently with absolute knowledge and control of every important factor, before the management can hope to run along steadily and effectively on a budget.

In consequence, we have today a complete knowledge of our daily stocks which we did not have before; a knowledge of the costs of operation and manufacturing, of each ingredient of each product, so that nothing is selling below cost and riding along on the profits of its more liberally priced fellows.

Running the budget is a very considerable job. The sales manager, comptroller, and general superintendent work with the production manager in gathering information from a great many sources.

But the budget has these major direct advantages. It gives the executives of the business a grasp on the company's affairs that they could not get otherwise. It enables them to keep all of the elements in the business pulling together, instead of at cross purposes.

GETTING UNIFORM COST METHODS USED

Many industries, after paying out good money to have uniform cost accounting methods devised, and uniform cost reports written, have found that the new methods are adopted by only a comparative few of the companies which footed the bill.

It is beyond the ability of the average cost man to install a full-fledged cost system in his concern, even though he may thoroughly understand its theory. To have the text book is not sufficient; he needs personal guidance, and, equally important, a teacher-taskmaster to see that he does not falter before the job is done.

not falter before the job is done.

Having observed the failure of other industries to get their uniform cost methods generally adopted, the leather glove industry, through the National Association of Leather Glove and Mitten Manufacturers, has undertaken a campaign of education to get sound costing methods not only approved but adopted and installed by both large and small glove manufacturers.

It has formed a school of cost accountants in Gloversville, which is in Fulton County, New York, where hundreds of the glove-making plants are located.

The school, made up of cost accountants and cost clerks from the various glove factories, meets three days each month. The head teacher is a professional cost accountant furnished by Miller, Franklin, Basset & Co., the firm of public accountants which prepared the original report based on its study of the industry.

This teacher is assisted by a "faculty" made up of two cost accountants taken from factories which were already operating under methods similar to those recommended for the entire industry.

The various factors discussed in the original cost report are taken up one by one and the students are drilled in each until a majority have become thoroughly posted on it. One day of each three-day term is given over to class room study and to answering questions on the preceding lesson brought up by the local students in person or by clerks in distant plants who must write.

On the other two days the teacher calls on his pupils in the factories where he quizzes them to find out how they are progressing in knowledge and to see that they have properly installed the parts of the system which they have already learned.

The association which is sponsoring the course has the proper forms printed in large quantities. These are used in the lessons and are sold at cost to the manufacturers who are installing the uniform method for use in their plants. By dividing the cost of the school and the new forms

By dividing the cost of the school and the new forms among the many concerns whose employees attend, the individual cost is slight. While it takes longer to install the methods than it would were individual manufacturers to employ outsiders to make the installation, the industry benefits by having more of its members operate ultimately under uniform methods.

The enlistments for the course indicate marked enthusiasm and seem to hold every promise of success.

The Easiest Plan

The easiest and best plan to get work well done is to like the work, says the Silent Partner.

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SURVEY SHOWS CHANGES IN USE OF TOILETRIES

Milwaukee Journal Analysis Reveals Interesting Merchandising Facts About the Use and Sale of Various Toilet Articles in Wide Area

An illuminating insight into some significant changes that are taking place in the use of toilet preparations as well as an unanswerable commentary on the growing use of perfumes, cosmetics and toilet preparations is given in the 1925 Consumer Analysis of the Greater Milwaukee Market prepared and published by the Merchandising and Research Bureau of the Milwaukee Journal. Volume 3, covering toiletries, is now available to manufacturers of toilet preparations by writing to that publication and mentioning The American Perfumer & Essential Oil Review.

Unlike any of the three analyses that preceded it, this one is based on personal interviews with over 2½ per cent of all greater Milwaukee families. These interviews are the result of questionnaires sent by mail to a typical cross section of consumers, following the receipt of which consumers returned them personally for checking and verification. The work is most carefully prepared and therefore may be taken as an index of prevailing tendencies in the use of toiletries not only in Milwaukee but in any other typical American city enjoying the same relative prosperity.

It is an interesting fact that approximately 70 per cent of all toilet preparations sold in Milwaukee are sold by eleven stores, department stores and down-town drug stores, the balance being sold by neighborhood drug stores, house to house peddlers, etc. Owing to the pressure on our columns it is impossible to give detailed figures; and therefore only conclusions established by the analysis can be given and fractions of percentages will be omitted. The interesting developments revealed by the analysis follow:

Perfume—More women used perfume in 1924 than in 1923. Of all the women in Milwaukee over 18 years of age, 69 per cent use perfume, but the average yearly amount used by each woman is only a trifle over four ounces. Another interesting fact is that American-made perfumes are gaining in popularity. Comparative figures for several years show that steadily but surely American manufacturers are winning on merit. Thus, there are 34 manufacturers who command the bulk of the business in perfumes; and about 100 who share the remainder. Of the four perfumers enjoying the most sales, only one is not an American perfumer. Coty, the lone exception, leads in popularity, with Hudnut, Melba and Colgate following in preference.

Toilet Water—The use of toilet water is growing as a habit among women. An increase of 2 per cent in users was shown, the average woman consuming almost three bottles per year. Women expressed their preference for toilet waters in the following order: Melba, Hudnut, Colgate, Pinaud and Coty. All told 53 manufacturers offer toilet water in Milwaukee, but over 65% of the business is done by the five listed.

Face Powder—The habit of using face powder, likewise, is gaining in popularity, the increase being 4 per cent. Despite the fact that 50 manufacturers offer face powder, the bulk of the business in the order of popularity is shared by Melba, Hudnut, Coty and Armand. The average woman uses about 3½ boxes of face powder per year. It is to be regretted that compacts are not considered in any specific classification. However, some light is shown on the preference of women for different shades. Thus, 67% prefer flesh: 14% naturel; 7% brunette; 6% white: 3% rachel; and less than one per cent each, medium, rose and cream.

Hair Dressing—Men use more hair preparations than women. Thus 1.01 packages per month are sold to men on the average to 0.9 packages of hair dressings to women. One reason for this is the introduction of new and desirable preparations for keeping the hair well groomed. Sales

were divided among 65 different manufacturers but the bulk of the business in the order named was divided by Stacomb, Hudnut and Melba.

Liquid Shampoo—The use of liquid shampoo seemingly is declining; for there was a drop of almost 5% in the number of users of this type of preparation. Manufacturers however have not neglected the field for 87 different ones offer liquid shampoos. Of these 43 are favored. It is interesting to note that 44% of all Milwaukee families use some type of liquid shampoo.

Bobbed Hair—The 30% decrease in the sale of hair nets is ascribed to the popularity of bobbed hair; and in this connection it is interesting to note that 60% of Milwaukee women wear their hair bobbed and have been doing so far almost two years; and that of this number only 9½% are dissatisfied and will let their hair grow again.

Shaving Preparations—The use of shaving cream is increasing; the use of shaving sticks and bars is declining; and the use of powdered shaving soap is seemingly gaining again in popularity. There was an increase of 4% in the number of users of shaving cream and despite the fact that their needs were catered to by 43 manufacturers over 90% of the sales were made by Palmolive, Colgate and Williams. On an average a man uses one-half tube of shaving cream per month, it is shown; whereas in the case of shaving bars a man requires 5.79 bars per year. Of the 17 brands offered, Williams leads with 72% of the consumers and Colgate follows with 18%. Only a little over 2 per cent of the men in Milwaukee use shaving powder and 8% of the dealers do not carry it at all. The use of powder, however, showed a slight gain and Williams and Colgate share over 90% of the business. In the case of the no-water-no-brush shaving creams, only a little over 3% of the men have been converted to this method. Seven brands are offered and the average consumption is 6½ packages per year.

Tooth Cleansing Preparations—Tooth paste is gaining rapidly in favor; an increase of 6% in the number of users being shown. While 83 different brands are offered the average dealer carries only 17 brands and the bulk of the business is divided among three brands. Those having the most sales in the order of popularity were Colgate, Pepsodent, Pebeco, Kolynos, Forhan's and Listerine. Fewer people than formerly are using tooth powders. In Milwaukee only a little over 7% of the families use tooth powder and one can a month is sufficient to satisfy the needs of each family. In the case of liquid tooth cleansing preparations there was a slight gain. Due to a confusion with mouth washes the figures are probably a little misleading, however.

Taken as a whole the survey of the Milwaukee market, which may regarded as typical of the American market, shows the relatively small extent to which the toiletries field has been developed and indicates the vast possibilities ahead for our trade.

Japan's Production of Toilet Preparations

Consul J. W. Ballantine, Tokio, says: The production of toilet goods in Japan during 1923 showed a marked decrease in comparison with the previous year. This decrease in production was due almost entirely to the earthquake disaster of September 1, 1923, when Tokio, which produces nearly 60 per cent of this class of goods, was destroyed.

nearly 60 per cent of this class of goods, was destroyed.

The total value of the production of toilet articles in Japan during 1922 and 1923 was as follows:

Article 1922	1923
Toilet soaps \$7,142,114 Perfumes 433,062	\$6,827,620 113,536 859,820
Perfumed oil	2.270,772
Toilet powder	841,015
\$12.704.845	\$10,912.763

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ORIGIN AND USE OF FLORAL CACHOUS

Perfuming the Breath Dates Back in the Books More Than 150 Years; Some Formulas That the Ancients Used, With Later Day Modifications

> By WILLIAM A. POUCHER, Ph.C., London, Eng. Author of "Perfumes and Cosmetics"

Mouth pellets, in their present form, are said to have originated in Italy. In the works of Theophrastus and Dioscorides there is no reference to the use by the ancients of aromatic substances for perfuming the breath. It is well known, however, that the former wrote a minor work, "Concerning Odors," in which he gave a short account of the perfuming of wines. From this it is evident that the flavoring value of plants and their by-products was known, but probably not appreciated to such a great extend in this direction as in the manufacture of incense, perfumes and fumigants.

One of the earliest references to the perfuming of the breath occurs in an amusing book entitled "The Toilet of Flora," published in 1775 by John Murray and W. Nicoll. "To sweeten the breath," says Flora, "at night going to bed, chew about the quantity of a small nut of fine myrrh," or "chew every night and morning a clove, a piece of Florentine orrice-root about the size of a small bean, or the same quantity of burnt alum." From her recipe, No. 236, there was evidently some attempt at a cachou—as follows:—

"To sweeten the breath, roll up a little ball of gum tragacanth, scent it with some odoriferous essence or oil, and hold it in the mouth; a little musk may be added to the ball while rolling up, where that perfume is not disagreeable."

Popular With Heavy Smokers

At a later date "Cachoux aromatises" became very popular, and were in great demand by heavy smokers. In nearly all cases they were made with a liquorice base combined with spices, musk and ambergris. Typical formulas will be found in "Pharmaceutical Formulas," 9th edition (1919), p. 501. Modifications of these have appeared from time to time, the following having been published in an American paper a few years ago:—

Peppermint oil	30	c.c.
Lemon oil	20	c.c.
Neroli oil	20	C.C.
Cinnamon oil	20	c.c.
Cloves, in powder	40	grams
Vanilla, in powder	120	grams
Orris root, in powder	120	grams
Powdered sugar	360	grams
Extract of liquorice	600	grams
Mucilage of acacia	q.s.	
	Lemon oil Neroli oil Cinnamon oil Cloves, in powder Vanilla, in powder Orris root, in powder Powdered sugar Extract of liquorice	Peppermint oil 30 Lemon oil 20 Neroli oil 20 Cinnamon oil 20 Cloves, in powder 40 Vanilla, in powder 120 Orris root, in powder 120 Powdered sugar 360 Extract of liquorice 600 Mucilage of acacia q.s.

Such cachous were made by mixing the ingredients, massing, rolling flat and then cutting into suitable shapes. They were often rolled out and rounded like pills, being subsequently silvered or gilded. To-day these have not any extensive sale compared with the modern cachou, which is made either as a lozenge or a tablet. The former possesses the great advantage over the latter of being tough and less liable to disintegration. It retains the perfume and flavor to the last thin wafer.

Lozenge-Made Cachous

Many of the formulas published in modern text-books are based on the suggestions of Mann. In *Die Moderne Parlumerie*, p. 226, he gives the following as a working basis of mundpillen (cachoux):—

Acacia gum, powdered	1000 grams
Sugar	4000 grams
Tartaric acid	
Salicylic acid	10 grams
Musk	1 gram
Rose oil (otto)	5 c.c.
Vetivert oil	
Civet in \(\) Spirit \(\)	1 gram 50 c.c.

After massing with water and drying, this produces an extremely hard cachou, and owing to the price of good-quality acacia, the cost of the finished product works out rather high. The following are the requirements of a really good floral cachou:—

- (1) A smooth touch to the tongue;
- (2) a toughness sufficient to make rapid disintegration difficult;
- (3) a delicate and attractive color;
- (4) a persistent flavor approximating to the fragrance of the natural flower.

In order that these characteristics shall be evident in the finished product, the following points require to be carefully noted: Roughness on the surface of a cachou is generally caused by a too coarse sugar powder. The finest icing obtainable only should be used, and this is produced by repeated grinding and sifting through a fine mesh in a Gardner or other machine. The sugar should all pass through a 160 sifter. The sugar base may be improved, and at the same time slightly cheapened, by the addition of 10 per cent of starch. Toughness is imparted by the use of tragacanth. Acacia alone is very hard and inclined to be brittle. By using a quarter the weight of tragacanth the necessary quantity of acacia is reduced to a minimum. About 4 per cent of acacia and 1 per cent of tragacanth is a reasonable medium. A solution of glucose, 1 in 2, is used to form the mass, and generally 10 to 15 per cent will be found sufficient. The formula for the cachou-base will now read :-

Finest icing sugar (160 mesh)	900	grams
Starch	100	grams
Acacia, in powder	40	grams
Tragacanth, in powder	10	grams
Glucose solution (50 per cent.)	q.c.	

The color of the product will naturally be as near as possible to that of the natural flower, and several delicate shades are manufactured in Great Britain which are especially prepared for use in foodstuffs, and contain an insignificant percentage of arsenic. For instance: Carnation

or rose may be colored pink with a solution of carmoisine, rhodamine, carmine, etc.; jasmin may be colored yellow with tartrazine; violet or lavender may be tinted a heliotrope shade with methyl violet solution. The exact tint required is a matter of personal taste, and those desiring to experiment should consult the author's work on "Perfumes and Cosmetics," p. 44 et seq., where a detailed list of the many dyestuffs manufactured in this country will be found. The best procedure is to make a standard strength solution, say 2 per cent, and, after having found by experiment the quantity of basic color required, shade or "top" it with another. For instance, when coloring rose cachous many operators prefer a yellowish-pink tint, which, in their opinion, is a nearer imitation of the color of a certain type of rose. Carmoisine would be used as the basic color, and the shading could be conveniently accomplished with tartrazine,

The last character is generally the most important one, and frequently the selling feature of the product. Many of the popular flavors have a basis of vanilla, cinnamon and cloves, rounded off with rose, patchouli, musk, etc. Synthetic aromatic chemicals and natural isolates, when employed, should be used with much discretion, since they have generally a coarser flavor. They are best employed in small quantities to modify the flavors of other essential oils. An example of a popular type of cachou flavor is appended; it will offer endless possibilities for slight modification to the experimenter:—

Vanillin	1 gram
Coumarin	3 grams
Benzaldehyde	1 c.c.
Nutmeg oil	1 c.c.
Rose otto	2 c.c.
Cinnamon oil (bark)	2 c.c.
Cassia oil	2 c.c.
Clove oil	8 c.c.
Lavender oil	10 c.c
Patchouli oil 1	0 c.c.
Musk tincture 2	0 c.c.
Vanilla essence 4	0 c.c.

Dissolve the solids in the mixed liquids without the direct application of heat, and mature for at least one month before use. Employ 1/10 per cent to ¼ per cent according to taste.

Having now obtained all the data to proceed, it only remains to describe briefly the methods of manufacture. Icing sugar easily becomes damp unless very carefully stored Should it become caked into lumps, coarse and then fine sifting is necessary. Providing it is purchased of the requisite fineness, the dry, raw material need not be put through a sifting machine. It is generally desirable to put it through a sieve of about 20 mesh when introducing it into the machine or mortar; this ensures the absence of small lumps, which becomes particularly evident after the base has been colored. The other solids are passed through the same sieve, the flavor and color added, and finally the excipient. The mass is allowed to rotate in the machine, or is worked in the mortar, until a plastic substance is obtained. This is then rolled out by hand with a roller and board, or for large operations by machine, sufficient potato starch being employed to prevent the paste adhering to the board. When the correct thickness has been obtained, it is cut up into different shapes and placed on trays to dry (without artificial heating). The cachous are subsequently brushed to remove excess of farina and packed.

Tablet-Made Cachous

The details already given for perfume and color also apply to the manufacture of tablets, but the cachou base and process of necessity differ. The basis of the cachou is again icing sugar in fine powder, to which is added varying proportions of lactose. This is employed because it is an excellent absorbent for essential oils, and when large quantities are used for flavoring it prevents the tablets spotting and becoming soft after compression. Powdered acacia is generally useful to give the necessary binding, and this is sometimes supplemented by the addition of tragacanth. A generally useful base can be made from these ingredients as follows:—

Icing sugar	900 grams
Lactose	100 grams
Acacia	20 grams
Tragacanth	10 grams
Syrup	q.s.

The two gums may be varied according to whether the finished tablet is required to be harder or tougher. The manufacturing process is carried out by mixing together the powders and adding the necessary quantity of colors in solution. These are placed in a mixing pan, and sufficient syrup is added so that the finished mass makes a fairly stiff paste. This is then passed through a 12-mesh sieve and evenly distributed in thin layers, over shallow travs These are placed in tiers in a drying cupboard kept at a temperature of about 120° F. When the moisture has evaporated, the trays are removed and the granules again passed through a sieve of smaller mesh, say 16 or 20. From 1 to 5 per cent of talc is now mixed in with the granules: this acts as a lubricant, yielding a smoother flow on the machine. The perfume is evenly distributed and the whole transferred, a few pounds at a time, to the hopper of the machine. For economical production a twenty-four punch rotary tablet machine is employed, and the punches and dies adjusted to yield a tablet weighing 4 or 5 grains.

Perfume Materials Imported Into China

Flower oils, aromatic chemical preparations, alcohol (extra refined), beeswax, spermaceti, stearin, paraffin, glycerin, tale, and zinc oxide and carbonate are imported into China for use in manufacturing the perfumes, toilet waters, face powders and creams, tooth powders and pastes, hair waxes, and other similar articles of relatively low price demanded by most Chinese. The total importation of these articles in 1923 amounted to 2,796,710 haikwan taels (\$2,237,368), of which nearly 50 per cent is reported to have come from Hongkong, with smaller quantities supplied by Japan, the United States, France, Germany, and Great Britain, in the order named. Foreign preparations are too expensive for the most part for any but the well-to-do to purchaser.—(Abstracted from Chinese Economic Bulletin.)

Pimento Oil Industry in Jamaica

While Jamaica has long been one of the principal sources of the world's supply of pimento, the production of pimento oil as an industry has advanced but little beyond the experimental stage. The oil is extracted from the leaves of the Eugenia pimenta by a process of distillation. The berries of this tree become in commerce the pimento, or allspice, as it is known in the United States. The high price of the berries has so far made the extraction of oil from them unprofitable in Jamaica. Labor conditions tend to so increase the costs of production that it is difficult for the Jamaica oil to compete with the pimento oil of the rest of the world. The value of the oil is dependent upon the amount of eugenol present.—Consul José de Olivares, Kingston.

HOW VARIED CONDITIONS AFFECT SOME ESSENTIAL OILS*

By R. A. KONNERTH

It has frequently been observed that essential oils are subject to deterioration. Such deterioration usually has been attributed to temperature variation, exposure to light, exposure to air or oxidation, contact with container, etc. In an effort to determine to what extent these factors might be responsible for deterioration, a series of experiments were conducted as follows:

A group of essential oils were placed in different containers and exposed to a variety of storage conditions, carefully observed and compared at intervals over a period of fourteen months. In all, six sets of oils were packaged representing partially filled (1) colorless bottles, (2) amber bottles, (3) tin cans. These were filled under air, and a duplicate set packaged in the same kind of containers with the air replaced by nitrogen.

The six sets consisted of two containers each of the following oils: Anise, Lemon, Lemon (Terpeneless), Orange, Peppermint and Eugenol.

One of each of the containers was kept in a refrigerator, while the other was kept at room temperature, thereby permitting observation of the keeping qualities of the oils in the presence of air, and in the absence of air; at ice box temperature, at room temperature; in glass containers, in tin containers; in the presence of diffused daylight and and in the absence of diffused daylight.

In observing the changes which occurred in the oils so stored, great care was taken to note all detectable changes stored, great care was taken to note all detectable changes in odor, color and general appearance. The colors were checked against Sheet C of the Milton Bradley Color Standards. ("Mulliken's Identification of Pure Organic Compounds." Vol. III.)

From the observations made, it appears that:
Oxidation is the most active factor in deterioration, hence, it is advisable to avoid contact with air under all storage conditions. This is readily accomplished by the use of nitrogen.

Glass bottles are to be preferred to metallic containers.

Tin materially affects the odor and color of the oils.

Light is detrimental to the odor and color of some oils;

others are not seriously affected by it if stored under

Refrigerator temperature during storage is to be preferred in some cases, in others it seems to be of little value.

SUMMARY OF OBSERVATIONS.

Oil of Anise undergoes least deterioration if stored in bottles under nitrogen. Keeping the oil in tins at room temperature causes rapid deterioration of odor and darkening in color. At low temperature the development of a darker color and impairment of odor is somewhat retarded.

Oil of Lemon keeps best if stored in bottles under nitro-gen. It also keeps fairly well in tin cans when under

Oil of Lemon (Terpeneless) retains its fragrance, although the color darkens to a deep yellow, if stored in though the color darkens to a deep yellow, it stored in amber glass bottles under nitrogen. Oxidation and exposure to diffused daylight cause a dark orange-yellow color and a very disagreeable odor. No complete data are available on the tin can storage conditions, since these were lost after six months' observation. Indications were to the effect that this oil does keep fairly well in tin caus.

Oil of Orange undergoes least deterioration if stored in bottles under nitrogen. This oil keeps better at room tem-perature than in the refrigerator. It also keeps fairly well in tin cans under nitrogen. Light hastens the darkening of color.

Oil of Peppermint keeps best if stored in amber bottles under nitrogen. This oil is more stable than the other oils, but is subject to a decided color change when in

contact with tin. Protection from light retards the development of color and impairment of odor.

Eugenol keeps best if stored in bottles under nitrogen at low temperature. Oxidation rapidly affects the odor of Eugenol, also changes color, from colorless to dark red-dish orange. Storage in tin cans causes rapid deterioration of odor and development of color. Reduced temperature retards the development of color. Laboratories, E. R. Squibb & Sons.

CONDENSATION OF CITRAL WITH KETONES AND SYNTHESIS OF SOME NEW IONONES

Harold Hibbert and Laura T. Cannon, of the Department of Chemistry, Yale University, have contributed to the American Chemical Society (Jour. Am. Chem. Soc., 46, 1, 119) an interesting paper on the condensation and polymerization of aldehydes and ketones, including a review of the scientific and patent literature on citral, ionones and related compounds, as well as of the work on "the relation between odor and constitution." This is a summary: 1 The best method for purifying citral is the one de-

reloped by Tiemann. A detailed description of this method is given, thus rendering it more accessible.

Of the numerous condensing agents employed, in both the patent and the scientific literature, for the production of pseudo-ionones, sodium ethylate is the most satisfactory. It is found that metallic sodium is very efficient. The method and technique of this condensation have been improved and good yields of much purer products obtained. The bisulfite method of purification is capable of general application in the purification of pseudo-ionones.

One of the best catalytic agents for the conversion of

s. One of the best catalytic agents for the conversion pseudo-ionones into ionones is 85% phosphoric acid; the conditions necessary for high yields and purity are indicated.

4. The actions of alkaline condensing agents on mixtures of citral and dimethyl ketone, methylpropyl ketone, acetophenone, diethyl ketone and dipropyl ketone, have been conducted third new ionones have From the second and third, new ionones have investigated. been synthesized, the one from methylpropyl ketone having an agreeable violet odor, while that from acetophenone merely suggests the presence of such a fragrance.

5. It is thus evident that the introduction of propyl in place of methyl in ordinary ionone does not materially affect the character of the odor, while that of phenyl causes it to disappear almost completely.

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6. Furthermore, those ketones in which both alkyl groups attached to the—CO—group are other than methyl, condense with citral only with great difficulty, or not at all, this behavior being in harmony with their incomplete condensation with benzaldehyde and other reagents. Thus diethyl ketone apparently reacts, but with considerable difficulty while diagrams where we considerable difficulty while diagrams where we considerable difficulty. propyl ketone cannot be induced to undergo condensation.

STUDIES IN THE GENUS MENTHA

An interesting paper contributed by the Wisconsin Pharmaceutical Experiment Station, at Madison, tells of studies made in the genus mentha by G. C. Jenison (Fritzsche Brothers' Fellow) and R. E. Kremers (National Research Council Fellow in Chemistry). The paper is published in the Journal of the American Pharmaceutical Association, January, 1926. Summary:

"d-Pulegone obtained from the oil of the 'Japanese Peppermint' grown at the Wisconsin Pharmaceutical Experiment mint' grown at the Wisconsin Pharmaceutical Experiment Station was reduced by palladium and hydrogen. The reaction product consisted essentially of saturated ketonic material. The semicarbazone prepared therefrom yielded a levo-rotatory fraction similar to *l*-methone and a dextrorotatory fraction which was not identified. No positive evidence of the presence of menthol was obtained."

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^{*}Scientific Section, A. Ph. A., Des Moines meeting, 1925.

ACTIVITIES OF ASSOCIATIONS, SOCIETIES AND CLUBS

Chemists Make Changes, Acquire New Offices and Receive Honors; Expositions and Fairs on Two Continents Call for Trade's Attention

NEW HEALTH HEAD SECTION'S GUEST

The monthly luncheon of the Drug and Chemical Section of the New York Board of Trade and Transportation, February 3, was featured by an informal talk by Dr. Louis I. Harris, the new Health Commissioner of New York City. Dr. Harris spoke in general terms of abuses in the drug trade and asked for the co-operation of the section. It was voted to appoint a committee to co-operate with Dr. Harris and this body will be named by Chas. L. Huisking, chair-

Dr. H. C. Lovis, chairman of the legislative committee reported that the chances were promising of having the Merritt misbranding bill amended to eliminate foods, drugs and insecticides which are safeguarded by existing laws.

A letter was read from Dr. Hoover of the Bureau of Chemistry regarding better facilities for testing and examining drugs. A committee will be appointed to co-operate

with Dr. Hoover.

Dr. Alfred S. Burdick, president of the Abbott Laboratories, and a former president of the American Drug Manufacturers' Association, spoke on the value of trade associations

Dr. DuMez Goes to Maryland University

Dr. A. G. DuMez, of the Hygienic Laboratory, Washington, D. C., has been appointed dean of the School of Pharmacy, University of Maryland, succeeding Dean E. F. Kelly, who is now the full-time Secretary of the American Pharmaceutical Association. The new dean is Reporter on the Progress of Pharmacy and conducts the "Bibliography of Pharmaceutical Research" in the Journal. Dean DuMez assumed the duties of office February 1. Dr. DuMez organized and was head of the Department of the University of the Philippines for a number of years.

New Jersey Chemists Install Officers

The January meeting of the Northern New Jersey Section of the American Chemical Society, held in Newark, took the form of a souvenir dinner at which Dr. David Wesson was toastmaster. Among the speakers was William H. Gesell, who discussed plant policies that benefit employees.

Officers were installed as follows:—President, Dr. David Wesson; vice-president, Dr. Herbert B. Baldwin; treasurer, Allan R. Cullimore; secretary, Dr. Frederick W. Zone.

New Chemistry Chief in Standards Bureau

Dr. Edward Wright Washburn, Urbana, III., has been appointed chief of the Chemical Division, Bureau of Standards, Department of Commerce, to succeed Dr. W. T. Hillebrand, deceased. Dr. Washburn possesses a thorough knowledge of chemistry and allied subjects and a wide acquaintance in the field of chemical research. He was formerly editor of "International Critical Tables" and has contributed to periodicals covering the field of chemical research.

Perkin Medal Awarded Dr. R. B. Moore

Dr. Richard B. Moore, manager of the Door Co., New York, received the 1925 Perkin medal at a meeting of the American section of the Society of Chemical Industry, held January 15 at the Chemists' Club, New York. The award was made in recognition of Dr. Moore's work on radium and helium.

New Honor for Professor Bogert

Marston T. Bogert of the Department of Chemistry of Columbia University has been elected Chairman of the Section of Chemistry of the National Academy of Sciences for the period 1926-29 in succession to Prof. Wilder D. Bancroft of Cornell.

MASTER HAIRDRESSERS' EXHIBITION

The eighth annual exhibition and demonstration of the American Master Hairdressers' Association, Inc., will be held March 8 and 9 in the Commodore Hotel, New York City. The big ball room, a city block long, and two large lecture rooms will be utilized and an attendance of ten thousand beauty shop owners and operators is expected. Many visitors from out of town also are looked for, as special low railway fares have been arranged. Charles Nessler is president and H. B. Baird, of 10 East 49th street, New York, is secretary of the association.

Sesqui-Centennial Opens June 1 and Closes Dec. 1

The Sesqui-Centennial International Exposition at Philadelphia will open June 1 and will close December 1. Active management of the exposition is in the hands of Mayor W. Freeland Kendrick, president of the Sesqui-Centennial Exposition Association, and Capt. Asher C. Baker, director in chief. Offices are located on Chestnut street, between 5th and 6th streets, directly across from Independence Hall. Work on the buildings to house the exhibits is being pushed. The site is in South Philadelphia directly north of League Island Navy Yard.

Havana Sample Fair March 12

The Second International Sample Fair opens in Havana on March 12. This exhibit is held under the patronage of the Cuban government and is supported by the leading merchants and manufacturers of Cuba. The Cuban government has designated as a representative for the United States, Paul DeGraw, 186 Main street, Binghamton, N. Y., from whom interested persons can obtain details with reference to the character of merchandise which may be exhibited, charges for floor space, arrangements for the transportation of exhibits, waiving duties on exhibits, and other matters.

International Sample Fair at Milan

The seventh annual international sample fair at Milan, Italy, will be held from April 12 to 27, 1926. This fair has been of increasing importance in recent years and is held in the part of Italy where American goods are most readily sold. Milan is the distributing point for practically all of Italy in most imported products. The fair is held under the auspices of the Italian Government. The address of the executive offices of the fair is 8 Via Amedei, Milan, Italy.

Lyons Spring Fair to Begin March 1

The usual spring session of the Lyons Sample Fair will be held this year from March 1 to 14. Last year 2,801 exhibitors were represented at the fair. Requests for information regarding the fair should be Addressed to M. l'Administrateur-Delegue de la Foire de Lyon, Hotel de Ville, Lyons, France.

Chemical Equipment Exposition

Amouncement has been made that the Second Chemical Equipment Exposition to be held in Cleveland May 10-15 inclusive, 1926, is the only exposition medium in 1926 for presenting processing equipment, materials, supplies and accessories to the technical and industrial men who use and recommend, specify and purchase them.

Brussels Commercial Fair

The Seventh Official Commercial Fair organized by the City of Brussels will be held from April 7 to April 21, inclusive. It will give producers an opportunity to display a wide variety of merchandise at a time, when, it is claimed, the Fair will be visited by buyers from all European countries. Full particulars may be obtained from the Belgian Consulate, 25 Madison avenue, New York City.

A MOST IMPORTANT TRADE MARK DECISION

(New Edict by the Supreme Court of the United States Is Reviewed)

By HOWARD S. NEIMAN, Patent and Trade Mark Editor

of the American Perfumer & Essential Oil Review

The Supreme Court of the United States has just handed down a most important trade-mark decision and one which is of the greatest interest and value to the toilet preparation manufacturers.

The question, now finally decided, has been the subject matter of a number of litigations in all of which cases, the Commissioner of Patents has maintained the position now taken by the Supreme Court, in which it has reversed the opinion of the Court of Appeals of the District of Columbia.

The Court of Appeals held, in the original litigation brought before it, that the recording of the Articles of Incorporation of a Corporation in the United States Patent Office would act as a bar to the registration of the predominant name of the corporation for any commodities, no matter how far they might be removed from those of the corporation, and further held that a portion of the corporate name was the predominant feature.

Examples Are Cited

As examples, the Paramount Pictures Company would prevent the registration of the word "Paramount" for toilet preparations, and the Checker Cab Company would act as a bar to prevent the registration of the word "Checker" for similar products.

The inequity and injustice of such rulings are clearly evident, as they allowed a corporation to obtain a registration monopoly of a word for products which it did not and never would manufacture.

The Commissioner of Patents, in an endeavor to minimize this decision as much as possible, held that such a corporate name could not prevent the registration of a portion of its corporate name for products other than those of its manufacture, where the applicant had used its trademark before the date of the company's incorporation—that is before the corporation had come into existence—but the Court of Appeals again held that this priority of use did not affect the situation—and that the corporation's right to prevent registration existed even under these circumstances.

After a number of ineffectual attempts, the question has finally been considered by the Supreme Court in American Steel Foundries vs. The Commissioner of Patents and the Simplex Electric Heating Company, the plaintiff demanding the registration of the word "Simplex" for Electric supplies and heaters which devices are not produced by the Simplex Electric Heating Company. Under the decisions of the Court of Appeals, this registration was refused.

Review of Laws Governing Trade Marks

Justice Sutherland, in rendering the decision of the Supreme Court, reviewed the trade mark laws and the rights granted thereunder and says:

"The word involved in this case is one of a large class of words which have, for a great many years, been much used because of their particular suggestive meaning. For other examples there are the words 'Acme', 'Anchor', 'Champion', 'Eureka', 'Excelsior', 'Ideal', 'Jewel', 'Liberty', 'National', 'Pride', 'Premier', 'Queen' 'Royal', 'Star', 'Sunlight', 'Triumph', 'Victor'. It would be a serious matter

if the law actually permitted anyone who chose to do so to organize a series of corporations with names containing these words, respectively, and thereupon virtually withdraw these words from public use as trade marks, and monopolize them by preventing their registration as such.

"Until the court has, in unmistakable terms so said, I cannot believe that its decisions indicate such a construction of the word 'merely' in the trade mark statute as to allow such a condition, for as it is the policy of the law to allow registry of whatever marks the applicant has a common-law right to exclusively use on a particular kind of goods and as it is the policy of the law to protect for the same reason the owner of a corporate name in its use of its name, it would seem that it could not be the policy of the law to allow anyone, by adopting a term belonging to the public, to monopolize it, and prevent the public using it in a proper case as a registered trade mark."

More than 1,600 corporations have filed their Articles of Incorporation in the United States Patent Office and in many cases, under the former decisions, trade marks have been refused registration which are now registrable.

The decision of the Supreme Court would seem to hold that the owner of a corporate name can not bar the registration of a trade mark unless it is in its own line of business and used on goods which are similar to those of its own.

This offers to the owners of trade marks a registration protection not previously attainable and every trade mark owner should take advantage of this decision in order to properly protect his rights by adopting the full protection afforded him under the trade mark laws as thus determined.

Marinello Loses "Beauty Aids" Registration

The Examiner of Trade Marks having held that the trade mark appeal for the words "Beauty Aids for Every Need," filed by the Marinello Co., should be refused upon the grounds that the words mentioned in the application are employed in a pure descriptive sense, and hence are not registerable, an appeal was made to the Commissioner of Patents, who has affirmed the Examiner of Trade Marks in this opinion.

The Commissioner of Patents held that the words are merely an advertising slogan and in no way create ownership, and as anyone who produces the same kind of articles alleges that he marks "beauty aids for every need" the registration should be refused.

New Ten Cent Air Mail Stamp

Postmaster General New has issued a new ten-cent air mail stamp. The stamp is a horizontal rectanglar 75/100 by 1 84/100 inches in size, and is printed in blue ink. The central design represents a map of the United States, showing some of the rivers and mountain ranges. On each side is an airplane in flight, one traveling east and the other west. Across the top of the stamp, in white Roman letters, are the words "United States Postage," with the words "Air Mail" directly beneath. At the bottom of the stamp, in shaded letters, is the word "Cents," and in both lower corners are the white numerals "10." Ornamental plastic brackets appear at each side of the stamp.

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COURT DENIES EXCLUSIVE RIGHT TO "NARCISSUS"

The absolute right of anyone to use the word "Narcissus" to describe a perfume odor was upheld by the Supreme Court of New York in the decision rendered in the case of Caron Corp. vs. Conde, February 2. The facts in the case are given in the opinion by Judge Bijur, which follows:

"This is an action in equity brought by plaintiff to enjoin the defendant from alleged acts of infringement and unfair competition, and for an accounting. Plaintiff sells a pertumer called 'Le Narcisse Noir,' meaning black narcissus. The words in French are also registered as a trade-mark. Defendant sells a perfume known as 'Narcissus.'

"Plaintiff's chief contention can best be stated in the language of his learned counsel as follows: 'The word 'Narcisse' is suggestive rather than descriptive as applied to perfumery as distinguished from essential oils. Plaintiff's predecessors having originated the use of the word 'Narcisse' in all arbitrary and fanciful sense, which identifies a French perfume of the bouquet odor type, are entitled to restrain the use by defendant of a similar work in a similar sense. Assuming for the purpose of the argument that the word 'Narcisse' or 'Narcissus' as applied to perfumery is descriptive it has acquired a secondary meaning identifying plantiff's perfume and it is in that secondary meaning that defendant is using it.' He cites the decision of the Circuit Court of Appeals in Le Blume Import Co. v. Coty as presenting a number of close analogies.

"Before comparing the two cases it is well to observe that the contentions expressed in plaintiff's 'points' are not strictly applicable to the facts of the case. In the first place he claims that the word 'narcissus' is 'suggestive'; that it has been used by plaintiff in an 'arbitrary and fanciful' sense, and that, therefore, plaintiff is entitled to restrain the use of a similar word in a similar sense. The plaintiff does not use the word 'narcissus,' but the words 'narcisse noir,' namely, 'black narcissus.'

"In mathematics it may be true that a whole is equal to the sum of all its parts, and, conversely, that each part is equal to its proportion of the whole. No such principle, however, can be applied to the use of a combination of words or phrases in the field of the law of unfair competition. A phrase or a combination of words may be entitled to absolute protection; while the use of its component parts separately may be open to everyone. Assuming that plaintiff is entitled to the sole use of the phrase 'black narcissus' or any colorable imitation thereof, it by no means follows that he has any right to prevent the use of the word 'narcissus' alone.

"I have no desire, however, to base my decision merely upon that ground, but a recognition of the distinction has some bearing upon the next point. Plaintiff's claim, in substance, is that his cologne does not, and is not intended to, resemble the perfume of the narcissus flower, and that, consequently, the title adopted by him is 'suggestive,' 'arbitrary' or 'fanciful,' and that, therefore, he is entitled to restrain its use by any other person for the same or similar purpose or in any connotation like that awarded to it but him.

"The common word 'narcissus' describes a well-known flower having a well-known odor. I do not see how it can possibly be employed in a fanciful sense as applied to a perfume. Any attempt to do so would result in its being employed in a false or deceptive sense. Plaintiff apparently realizes that fact because he called his perfume black narcissus, a term which to any person of intelligence is manifestly wholly fanciful. If, however, we could conceive of the word narcissus as having been applied to perfume in a 'suggestive' or 'fanciful' sense, there is no basis in reason or authority for the proposition that the plaintiff would be entitled to prevent anyone from using it in its normal descriptive signification as I find it to be used by defendant.

"I shall not undertake—because it seems to me to be wholly immaterial—to determine the merits of defendant's product or the exact extent to which its odor duplicates that of the narcissus flower. That it does resemble it in some degree is manifest from the record. Plaintiff concedes, or claims, as the case may be, that his perfume has no relation to that odor.

"I now come to the Le Blume case. Plaintiff there undertook to protect his use of the word 'L'Origan.' I pass by the preliminary discussion of the precise form of the word as used and registered to reach the consideration by the court of the word 'origan.' It is pointed out that that word is of great antiquity; that it is defined as wild marjoram, also pennyroyal, and that 'it is in no sense a word of common speech in English.' Upon these premises it is not surprising that the court concluded that it was used in an arbitrary or fanciful sense by plaintiff and necessarily so by the defendant, and that consequently an injunction should issue.

"In the course of its discussion the court divided perfumes into two classes: Those which duplicate the odor of a flower and those which are distinctive and original blends in which there is no attempt to duplicate the odor of any flower or natural product. I mention this only because it indicates recognition of the fact that a perfume is to be judged primarily by the odor which it duplicates and not by the character of its ingredients. I have therefore disregarded the question of the composition of the perfume of either plaintiff or defendant in the instant case. I believe also that the mere statement of which was involved and what was held in the LeBlume case sufficiently and strikingly distinguishes it from the case before me.

"To sum up my views, I may say that I do not regard the use by plaintiff of the term 'black narcissus' as giving him any exclusive right to the use of the word 'narcissus' alone. Next, whether his claim be to the right to the use of the phrase, 'black narcissus' or of the word 'narcissus' alone as an arbitrary or fanciful term, I know of no authority by which he is entitled to prevent the use of the word 'narcissus' by defendant as descriptive of a perfume resembling the odor of the narcissus flower.

"As a secondary claim plaintiff contends that the name adopted by defendant, namely, 'Conde,' resembles plaintiff's assumed name 'Caron,' and that such resemblance is emphasized by the use of the word Paris in connection with New York on the labels bearing defendant's name, particularly since defendant has no place of actual manufacture or business in Paris. I find no merit in these contentions. A name might, if employed in connection with other evidences of infringement, have some weight in determining whether an actual infringement existed.

whether an actual infringement existed.

"Standing by itself the name Conde is wholly different from Caron. As an independent proposition also it is none of plaintiff's concern whether defendant has a place of business in Paris or not. Finally, plaintiff urges that at the time of the institution of this litigation defendant used a form of package and bottle which improperly resembled plaintiff's similar articles. It is quite possible that plaintiff would be entitled to restrain this imitative packing, whether intentionally adopted or only casually, or accidentally, as defendant claims. That issue need not be decided because defendant has abandoned their use, and I have no doubt that the abandonment is permanent and made in good faith. Under these circumstances no useful purpose would be subserved by granting an injunction in respect of a minor item which has as matter of fact been eliminated, whereas the substantial contention relates to the use of the word narcissus." The complaint was dismissed without costs.

Injunction Awaits Trial of Paper Suit

Application for a temporary injunction to restrain the Société des Papiers Keller-Dorian from selling its products in the United States, sought by the Whiting Patterson Co., New York City, has been denied by Judge Knox in the U. S. District Court for the Southern District of New York. In a memorandum filed February 2, Judge Knox holds that the original agreement between the two companies was not fulfilled.

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MANUFACTURERS' ASSOCIATION

Since our January report, Fred S. Rogers, the president; Thomas J. Hickey, general counsel and executive secretary; Richard H. Bond, first vice-president and chairman of the legislative committee, as well as all of the other officers and committeemen, have been active with the affairs of the Flavoring Extract Manufacturers' Association of the United States.

President Rogers, in response to a request, supplied the following comment, for use in annual trade survey issued by the Oil, Paint & Drug Reporter, of New York:

"Were it not for the increasing interference and ill-considered alcoholic regulation by the prohibition authorities, which seriously affect and even threaten the industry, flavoring extract manufacturers would view the coming year with optimism.

"With vanilla beans approaching nearer the normal figures, nearly all other raw materials steady, and the proposed abatement in part of the war tax on alcohol, costs should reach a level permitting reasonable selling margin.

"Credits are better than a year ago. Dealers' stocks are generally lower. And prospects are bright from a selling viewnoint."

Secretary Hickey has sent out a circular directing attention to the fact that Representative Haugen has again introduced his objectionable slack-filled package bill, which is now numbered H. R. 4762. He will keep in touch with its progress.

Chairman Bond also has called attention to the menace of the Haugen Bill and declares that a new fight will have to be waged against it. In this battle the association again will have the active co-operation of Judge I. G. Jennings, general counsel and business manager of the Glass Container Association.

News of the alcohol tax and other developments is given in our Washington Correspondence.

Members should bear in mind the dates June 9, 10 and 11, when the 1926 convention will be held at the Briarcliff Lodge, Briarcliff Manor, New York. This selection apparently is a most happy one, for the Lodge is just on the outskirts of the metropolis and affords all of the advantages of New York City, with the pleasures and conveniences of suburban scenery and facilities for enjoyment of life in the Hudson River valley.

The Convention Committee has held several meetings and will leave no effort lacking to make the convention the most enjoyable and memorable in the association's history.

The Executive Committee will hold its next regular meeting at Briarcliff Lodge on Monday, May 10, when convention plans also will be considered.

OFFICIAL REPORT OF FLAVORING EXTRACT FINAL FLAVORING LABEL CONFERENCE HELD AT ALBANY

A final conference was held at Albany on Friday, January 29, between the New York State authorities and the representatives of the flavoring extract industry on the subject of labeling imitation extracts.

Those present were Frank M. Boyles, chairman of the special committee of the Flavoring Extract Manufacturers' Association; Commissioner Berne A. Pyrke, of the Department of Farms and Markets; Director Kenneth F. Fee, Dr. White, chemist of the department; Col. Bell, counsel, and Mr. Fleet.

The conference was devoted to a discussion of the best way of labeling imitation extracts in order to conserve the interests of both the public and the manufacturers.

The result of the conference will be announced in due course of time. The outlook is favorable for a mutually satisfactory solution of the controversy which has been in progress for a year or more.

SODA WATER FLAVORS MANUFACTURERS

August Peter, of Milwaukee, president, and Thomas J. Hickey, of Chicago, secretary and attorney, together with the legislative and other committees of the National Association of Manufacturers of Soda Water Flavors, have continued their activities to benefit the association and its members during the month which has just passed.

Secretary Hickey has issued bulletins to the members regarding the reduction of the alcohol tax and prohibition enforcement, as well as on other subjects, including the Manufacturers' Census now being taken up for the year 1925. The latest developments in matters of interest to the members will be found elsewhere in this section and in our Washington Correspondence.

Soft Drink Industry Survives Volsteadism

Although prohibition has hurt the sale of soft drinks, the American people consume 400,000,000 quarts of such beverages each year, it was said recently by Eric Scudder of Chicago, head of a soft drink manufacturing Company. He spoke before the second annual convention of the New Jersey State Bottlers of Carbonated Beverages at the Ambassador Hotel.

"Immediately following enforcement of the Eighteenth Amendment," said Mr. Scudder, "our business decreased 42 per cent. It has been only by hard labor in the distribution of soft drinks to every small store in every town and hamlet that we regained that loss. We expect to double our business next year.

Previous to prohibition a great many bought soft drinks or the bars. When the saloons were closed this business over the bars. was lost.

FLAVORING EXTRACT ANALYSIS PROGRESS

REVIEW BY R. O. BROOKS

(Formerly State Chemist, N. J. and Pennsylvania; Consulting and Analytical Food & Drug Chemist, New York City.)

In the annual proceedings of the Association of Official Agricultural Chemists for the year 1924 (see *Journal of A. O. A. C.* for November, 1925), the referee on "Flavors and Non-Alcoholic Beverages," Dr. J. W. Sale, devotes most of his report to disposing of the recommendations of former referees on the same subject. These were as follows, some of them dating back to 1916:

(1) 1916—That Howard's method and the present tentative method of determining the oil in cassia, cinnamon and clove extracts be further studied.

(2) 1916—That the value for the test for the detection of vanilla resins be studied.

(3) 1916, 17, 19, 20, 21—That a study of methods for the analysis of imitation vanilla preparations containing large quantities of coumarin and vanillin be undertaken.

(4) 1916, 17, 19, 20, 21, 22—That the referee give consideration to the method adopted at the 1919 meeting of the association, as official, first action, for the determination of alcohol in orange and lemon extracts consisting only of alcohol, oil and water, to the end that final action may be taken on the method at the 1923 meeting.

(5) 1919—That the rapid methods for vanillin (Folin's quantitative) coumarin (Wichmann's qualitative), and lead number (Wichmann's quantitative), while meritorious, be held in abeyance until: (a) Sufficient data are collated on authentic samples of vanilla extracts to enable satisfactory interpretation of analyses; (b) the new lead number is submitted in some form in which it will not be confused with the present official method; and (c) a satisfactory quantitative rapid method for coumarin has been developed. Investigations along these lines by individuals, especially by the authors of the methods, are urged.

(6) 1919, 20, 21—That the method suggested by Penniman and Randall for the determination of oil in lemon and orange extracts be studied in connection with the official method.

(7) 1919, 20, 21, 22—That the referee give consideration to methods for the analysis of non-alcoholic flavors, as, for example, the determination of orange oil and lemon oil in mineral oil, cottonseed oil, etc.

(8) 1921—That the official methods for the determination of citral in orange and lemon extracts and in orange and lemon oils be investigated.

The recommendations acted upon by Dr. Sale are Nos. 4, 5 and 6, and all are recommended by him for adoption as alternative official methods. In addition, there was studied and recommended, as an alternative official method, the method of estimating the unused lead in the "lead number" of vanilla extracts, as lead chromate instead of as lead sulphate. This has the advantage of not having to stand overnight and also effects a considerable saving in alcohol. It is to be regretted that the early recommendations, Nos. 2, 7 and 8, were not disposed of. The question of vanilla resins (Recommendation No. 2) is still in a confused state. The quantity present in an official vanilla extract has been grossly overstated (by Leach, for instance), as shown by the writer's study of the subject in this journal in November, 1908.

Inasmuch as the manufacture and sale of non-alcoholic flavors is slowly and surely on the increase, the consideration of Recommendation No. 7 is quite important. There are now various glycol esters in use as solvents which easily hold 0.2 to 0.4 per cent citral, and, of course, any fatty oil will mix with and hold 5 per cent of lemon or orange oil. As concerns Recommendation No. 8, there is still the unsettled question of the slow oxidation of citral (geranial) to geranic acid and esters of this acid, which was demonstrated in the old unfair case against Foote & Jenks. The sample of pure citral, upon which the writer began years ago to make periodic estimations of acidity (in terms of geranic acid), finally deteriorated completely into acid and resin-like bodies, the final acidity being equivalent to over

50 per cent geranic acid. As yet, however, the referees of the A. O. A. C. have not looked into the question, although at least one association recommendation has been made suggesting a study of the stability of aldehydes in flavoring extracts.

Quality of 1925-26 Mexican Vanilla Bean Crop Good

According to a communication dated December 31, 1925, from American Consul John Q. Wood, Vera Cruz, Mexico, recently received in the Department of Commerce, reports from the vanilla centers indicate that the 1925-26 crop, now being harvested, will amount to 250,000 pounds, in the opinion of the trade; in fact, some estimates give even a slightly higher figure. The beans are of good quality, much better than in the previous year. It is stated that on account of labor troubles which are preventing the transportation of the beans to the market centers, the curers have gone to the farms and are cutting beans, as they are more easily cured in this condition. This leads to the conclusion, says the Consul, that there will be a larger proportion of "cuts" than in the season of 1924-25. It is not definitely known what effect the very unsatisfactory labor conditions may have on the outcome of the crop he added.

PURE FOOD AND DRUG NOTES

In this department will be found matters of interest contained in Federal and State official reports, etc., relating to perfumes, toilet preparations, flavoring extracts, soaps, etc. It is advisable also to look at our Washington Correspondence, Soap Section and other departments for further information.

Notices of Judgment Given Under Pure Food and Drugs Act by the Secretary of Agriculture

Among the Notices of Judgment given under the Federal Food and Drugs Act, Nos. 13,801 to 13,850, inclusive, sent out recently by the Bureau of Chemistry, Washington, D. C., the following is of interest to our readers:

13,835. Adulteration and misbranding of vanilla extract; U. S. v. 42 dozen bottles of vanilla extract; default decree of condemnation, forfeiture and destruction.

The article was found to be a substandard vanilla extract which had been so mixed and backed as to seriously injure its quality and strength. It also had been colored in a manner whereby its inferiority was concealed. The product was marked "Pure Vanilla Extract, Purity and Quality" and "Pure Vanilla," hence the misbranding.

Senate Passes Pure Food Law Change

The Cummins amendment to the pure food law, facilitating the use of corn sugar and fruit sugar in preserving products shipped in interstate commerce, was passed January 30 by the Senate without a record vote. It now goes to the House.

Originally the measure provided only for sugar made from corn, but just before the vote was taken Senator Howell, Republican, of Nebraska, offered an amendment to include sugar made from fruit juices, which was adopted.

It would remove certain requirements as to labeling, the agricultural interests claiming that this prevented persons in some instances from buying corn sugar products, although they asserted they were just as good as cane or beet sugar products.

Dr. Rose Resigns from Standards Committee

R. E. Rose, state chemist of Florida, has resigned from the Joint Committee on Definitions and Standards on account of ill health, according to an announcement by Dr. W. W. Skinner, chairman. Dr. Rose was one of the three members appointed by the Association of American Dairy, Food, and Drug Officials to represent it on the Joint Committee and has served on that committee continuously since 1920.

Information in Other Departments

Readers of the Flavoring Extract Section are advised that items of interest to them may be found in our Trade Notes pages, as well as in Patents and Trade-Marks, and other departments of The American Perfumer.

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Melba Manufacturing Co., Chicago, Ill., which was reorganized following the death of Francis W. Jones, president, on November 7, 1925, continues to enjoy a commendable rate of increased business, according to a statement of Albert G. Jones, the newly elected president of the company. In fact, from January 1, 1912 to January 1, 1926 Mr. Jones reports that the volume of business done by the company was multiplied 1,000%.

The Melba business was founded by the late Francis W.



J. L. ONEAL

ALBERT G. JONES

Jones in 1893. The preparations were named for Madame Melba the opera singer, who was a personal friend of Mr. Jones. At that time Mr. Jones' company was known as the German Oil & Chemical Co., but when it was incorporated in 1912, the name of the Melba Manufacturing Co., was adopted.

A few months after incorporation, J. L. Oneal, a son-in-law of Albert G. Jones, joined the company, and in 1915 he was made secretary and was put in charge of the laboratory and purchasing department. He continued in that dual capacity until the death of Francis W. Jones and when the company was reorganized he was made vice-president and treasurer.

In 1915 Albert G. Jones, who is now president of the company, joined his brother, the late Francis W. Jones, in the organization as superintendent in charge of production. In 1924 he was elected vice-president, which post he held up to the time of the reorganization of the company last December.

Since the organization of the business, the company has used the same type of lavender colored boxes for its face powder which it adopted when it began business 32 years ago.

In 1916 the present plant, in which are located the general offices, was built. The same year Sanford Coons, brother-in-law of the late Francis W. Jones, joined the company.

William A. Hover, Denver, Col., has been elected chairman of the board of the United States National Bank, one of Denver's leading financial institutions. Mr. Hover is head of the wholesale drug house of W. A. Hover & Co, and in 1902 was elected president of the National Wholesale Druggists Association.

On January 28 Edward V. Killeen, vice-president and secretary of George Lueders & Co., Inc., of New York, celebrated a double anniversary. The day marked the com-

pletion of thirty-five years of successful association with the essential oil industry of the metropolis, the entire period having been spent with this one house.

But there was a happy explanation which hinged also on January 28, for that was the twenty-ninth anniversary of his entrance into matrimony, in which state he has been as fortunate as in business, for his wedded life has been extremely pleasant and inspirational. Both Mr. and Mrs. Killeen were the



EDWARD V. KILLEEN

recipients of numerous congratulations from their hosts of friends in the various spheres of their activities.

Another interesting recent event in the family was the marriage of Wilbur A. Killeen, son of Mr. and Mrs. Killeen, to Miss Isabel Buckbee, daughter of Mr. and Mrs. Louis Richason Buckbee, of Riverside Drive, New York City, and Shore Acres, Rumsen, N. J., at Sherry's on the afternoon of February 2.

The ceremony was performed by the Rev. Charles Leo Kimball, S. J., of Holy Cross College, Worcester, Mass., and was followed by a large reception. Mrs. Edward J. Martin (nee Ruth Killeen), of Garden City, L. I., was matron of honor. John Warren Hall, of Orange, N. J., acted as best man and the ushers included Frederick J. Lueders, of Summit, N. J., and Robert B. Magnus, of Brooklyn, N. Y.

Mr. and Mrs. Killeen sailed on the *Olympic* February 6 for a trip abroad of two months.

J. L. Matthieu, purchasing agent for Frederick Stearns & Co., Detroit, Mich., was in New York recently for a week calling on the trade.

Arthur G. Cailler, drug importer of William street, New York City, sailed with Mrs. Cailler on the *Laconia* on January 20, for a trip around the world.

F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York City, in company with Mrs. Watermeyer will sail on the Aquitania, February 20 for a three months' business and pleasure trip abroad. The trip will include visits to the company's principals, Schimmel & Co., Miltitz, Germany, and Chauvet & Co., Cannes, France. The trip will also include a visit to London and a tour of Italy including a stay in the citrus regions where Mr. Watermeyer will study the citrus oil situation at first hand.

Etienne Descollonges, senior partner of Descollonges Frères, Lyon, France, arrived on the *Paris*, February 10 for a stay of from six to eight weeks. Mr. Descollonges is spending the time calling on the trade in Canada, the Middle West and the East with Chas. D. Edwards, president of Benj. French, Inc., New York City, American agents for Descollonges Frères.

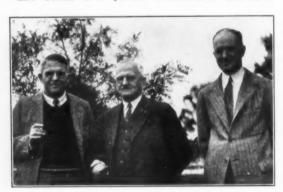
Sidney M. Colgate, president of Colgate & Co., New York City, returned February 6 from his annual visit to Palm Beach, Fla.

Lever Brothers Co., Cambridge, Mass., has appointed Ruthrauff & Ryan, Inc., New York advertising agency, to direct the advertising of Rinso.

Rolph R. Corson, president of R. R. Corson, Ltd., Toronto, is at St. Petersburg, Fla., with Mrs. Corson and their two children and will remain there two months. His father and mother, Mr. and Mrs. Robert J. Corson, and Gordon Tamblyn, president of G. Tamblyn, Ltd., Toronto, complete the party.

Among their visits on the Florida West Coast was one to The Old Grove at New Port Richey, where Mr. Corson is a part owner, Warren E. Burns being president of the company.

Mr. Corson is a perfume manufacturer well-known



ROLPH R. CORSON, ROBT. J. CORSON, GORDON TAMBLYN

throughout the Dominion and is president of the Canadian Perfumers' Association.

His father is Editor and publisher of the *Economist and Sun*, of Markham, Ont., one of the oldest newspapers in Canada, and started by the father of the present owner in 1852.

Mr. Tamblyn's organization owns twenty-seven drug stores in Toronto and one in Hamilton, and is the largest retail drug chain in Canada.

Foxon Co., of Providence, R. I., has opened its new branch offices at 40 East 34th street, New York City, telephone Caledonia 7818, where R. E. Chumasero, the manager, will be glad to welcome the many friends of the company in this territory.

The Menton Perfumery Corporation has been appointed United States Distributors for Parfumerie Violet (Veolay) of Paris. The house of Violet was founded in 1828 and has



WM. W. McClenaghan

successfully kept pace with modern times ever since. In 1900 they enjoyed the distinction of being awarded the Grand Prix of the Paris Exposition and the same prize was won again in the Exposition of 1925. William W. McClenaghan (better known to many of his friends as Mac), is the general manager of the Menton Perfumery Corporation. Having been connected with Park & Tilford for some fourteen years, the last four of which as general manager of the

imported perfumery division, "Mac" has had a unique training which amply qualifies him to assume the handling of the Veolay sales distribution in this country.

F. K. Woodworth will have charge of the New York City department store trade and the New England territory and will also be assistant manager. Mr. Woodworth comes from the well known family of American perfumers of Rochester, N. Y. Since leaving Rochester, Mr. Woodworth's activities have been devoted principally to the essential oil and raw material industries, which have brought him in close contact with the perfumery people.

William Volk, formerly of Park & Tilford, has joined the sales force of the Menton company and will look after the New York City drug trade and will also cover the territory of Philadelphia, Baltimore, Washington and Atlantic City.

George B. Gordon, formerly of Roger & Gallet and Park & Tilford, will cover the Southern territory with the Veolay line, where he is well known and popular.

James P. Daly, also formerly of Park & Tilford, will be in charge of the stock of Veolay products.

The new headquarters are conveniently located at 411-413 Fifth avenue, where every effort will be made to please their many friends.

A. L. van Ameringen, New York City, announces the association of Sidney Friend with the van Ameringen organization. For two years Mr. Friend has directed the advertising of the house and is well known in both perfumery and advertising circles. Since February 15 he has devoted all of his time to the van Ameringen organization in a sales promotion and advertising capacity.

The factory plant of the A. S. Hinds Co., which formerly manufactured Hinds' honey and almond cream, at Portland. Maine, was sold recently to a local development company for \$200,000. The cream business was sold last July to Lehn & Fink, of New York City.

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Senator Jean Amic, partner of Roure-Bertrand Fils, Grasse, France, died there February 10. Further details will be published in our next issue.

The death of Senator Amic follows that of Léon Ricord, managing director of the company who died December 16, 1925, at the age of 73 years. M. Ricord had been connected with the company for over thirty-five years, and had won for himself a warm place in the hearts of his co-workers and associates in Grasse.

Raquel, Inc., perfumery and toilet preparations, plans to move uptown from 315 Fifth avenue, New York, into large and handsome showrooms and offices on the completion of the new building of the Farmers' Loan & Trust Co., 41st street and Fifth avenue.

Sidney Barnett Kaiden, president of the Pallas Mfg. Co., and secretary of Solar Laboratories, Inc., New York City, was married February 14 to Miss Frances Glantz, daughter

of Mr. and Mrs. Nathan Glantz of Brooklyn. The ceremony took place at the Hotel Commodore, New York City and was followed by a reception.

Mr. Kaiden is well known in the toilet preparations industry with which he has been connected for many years. He founded both the companies of which he is the active head and has always been prominent in the New York Consumptive Relief League, having just completed his term as president



SIDNEY B. KAIDEN

of that organization January 30, 1926, when the annual bail was held at the Hotel Plaza. Mr. Kaiden rendered conspicuous service in building up this charitable organization and made it a factor of considerable importance in relieving the distress of tubercular patients unable to get other relief.

Miss Glantz was graduated from Cornell University, and New York University and is popular among a large circle of friends in the younger set of Brooklyn.

Mr. and Mrs. Kaiden sailed on the Aquitonia February 20 for a two months' honeymoon in Europe which will include visits to Paris, Monte Carlo, the Riviera, the Swiss Alps, Italy, Austria and England.

Invitation cards have been received here for the marriage of Constantin Mintcheff and Demoiselle Nadia Sv. Seraphimova at Kazanlik, Bulgaria, on January 24.

Mr. Mintcheff is of the firm of Constantin Mintcheff & Ketchedjieff, otto of rose distillers at Kazanlik, for whom P. R. Dreyer, of New York City, is the representative in this country.

Floyd K. Winegard, president of the Commercial Laboratories, Inc., Newark, N. J., has gone to North Carolina to enjoy a much needed vacation.

The fact developed in the Palmolive Co.'s successful suit to prevent the imitation of its soap that its advertising appropriation for the year 1925 was \$4,000,000.

The recent incorporation of Martha Matilda Harper, of Rochester, N. Y., does not mean that a new business has been begun, but is simply an incident in the successful progress of an active member of the American Manufacturers of Toilet Articles.

The institution now is in its thirty-eighth year. The incorporation is merely incidental to the growth and expansion

of the activities of an important factor in the toilet preparations industry.

It would be difficult to find a more interesting story of achievement than that of the business begun in 1888 by Martha Matilda Harper. She is a Canadian by birth, and spent her early childhood on the shores of Lake Ontario in the little village of Oakville. At a very tender age, circumstances compelled her to not only be self-supporting, but to give, even from her small



MARTHA MATILDA HARPER

pittance, toward the support of her family.

From visitors she had heard of the wonderful opportunities in the United States. Her ambitions were aimed at the sky, so, just a slip of a girl with two long braids down her back and a little bundle containing all her earthly belongings, she started for the land of promise. She crossed Lake Ontario from Toronto to Rochester and for the first time set feet and eyes on the land of her dreams, and hugged tight to her bosom were two formulæ, the secret of which has always been, and still is, most jealously guarded.

Her first position was in the home of a minister. These



MISS HARPER'S LABORATORY, ROCHESTER, N. Y.

people were very kind to her, and not only tried to make her life pleasant, but assisted her in getting the fundamentals of an education.

Miss Harper never entertained the idea for a moment of going into a hairdressing parlor to learn the business, for she had her own ideas and plans in regard to running a shop. However, she never lost an opportunity to work on the hair of anyone who would allow her to or expressed a desire to have her do so.

For about four years she worked and spent every moment of her spare time planning and dreaming, and when a sudden change took place in the family for which she was working, gathering all her courage and taking but one other into her confidence, she hunted a place in which to begin her work. She found a suitable location in one room on the fifth floor of the Powers Building, Rochester, N. Y., and this room is still one of the large suite now occupied by the Harper Method Training School.

In actual cash, Miss Harper had only \$360, but she had all the faith in the world in her ability to accomplish what she set out to do. Her Harper Method Tonique, now of world wide reputation, was born in a one quart bottle. Later a gallon jug was used, then a five gallon jug. Finally she had especially constructed, a one hundred gallon copper tank. She often says that when she reached this capacity she felt as if she would be enabled to supply the entire world with her Harper Method Tonique. The demand for the product, wherever it was introduced, was so great that it became advisable to purchase a building and install two tanks with a capacity of 750 gallons each.

Today, a worthy monument to Miss Harper's ambition and continued personal supervision, is the splendid new building at 1233 Main street east, where her laboratories contain enormous tanks putting out 8,000 gallons of Tonique each month.

Not only hair toniques and ointments, but now there are soothing facial creams, powders, rouges, lip sticks, and perfumes, all made with the primary thought of putting at the disposal of the public, something of good quality, something that could not but prove beneficial to those who use the Martha Matilda Harper preparations.

Is the new building not indeed, a worthy monument to the ambition, the perseverance and the acumen of one of the trade's best business women? People who know the remarkable success Miss Harper has achieved and who know her plans for expansion, already covering the principal cities, will have only one answer. In reaching an unlimited market through advertising she has developed what was originally a personal service into a nation-wide business.

Miss Harper is as modest as she is successful. She is more than 38 years old, of course, but she still enjoys the vigor of life and achievement. Her photograph, which was given reluctantly, looks like 48, but with her interest and enthusiasm in her chosen sphere of life, she would pass for being in the early 30's. So much for using one's own specifics.

Richard H. Lingott has joined the sales force of Heine & Co., New York City, and with his associate, D. A. Day, will cover the territory of Illinois, Michigan, Wisconsin, and Minnesota, as well as the cities of South Bend, and Logansport, Ind.

Mr. Lingott will assume his new connection March 1 and will make his headquarters at 556 West Congress street, Chicago, Ill. Throughout the Midlde Western territory primarily Mr. Lingott needs no introduction, as he has represented one of the oldest essential houses there for about twenty years.

Heine & Co., announce that the Missouri, Kentucky and Tennessee territory will be covered in future by Harry W. Ferguson.

J. M. B. van Vllimen, Amsterdam, Holland, and Léon Bellon, Paris, France, representing Parfumerie Lérys, arrived on the *Paris* February 10 and while in the United States on an indefinite stay plan to introduce the products of the house of Lérys in the American market.

Pierre Guerlain, senior partner of Guerlain, perfumers, Paris, accompanied by his son, Raymond Guerlain, arrived on the *Paris* February 10, and while here will form a sales organization to market the products of the house of Guerlain after April 1, when the sales agency which has hitherto been handled by Park & Tilford will be relinquished.

According to a statement of Mr. Guerlain, all distribution in the United States will be under the supervision of Guerlain, Inc., a corporation organized under a New York charter for the purpose. The officers of the new corporation are Pierre Guerlain, president; Jacques Guerlain, a brother and partner of Pierre Guerlain, vice president; and Raymond Guerlain, secretary. It is planned to establish headquarters in New York City and to sell direct to selected department stores and specialty shops in the large cities only. Later the company may operate one or more shops of its own, but for the present the concern proposes to follow its merchandising plan abroad and sell only through selected retail outlets without the assistance of jobbers. The firm does not plan to manufacture here.

The house of Guerlain was established in 1828 and has always been in control of the same family. Pierre Guerlain has been connected with the firm since he completed his education and his son Raymond, likewise, joined it after he was graduated in 1918 from the University of Paris.

The present trip is the first one made to the United States by Pierre Guerlain and it is his intention to remain here only long enough to establish the concern's new sales organization on a working basis. His son, Raymond, however, expects to stay here with the new organization.

In a circular advising the trade that it will discontinue the sales agency of Guerlain products after April 1, Park & Tilford state that they are not in a position to open new accounts but look forward to making an announcement soon which they believe will be received enthusiastically by the trade.

The new course of instruction on Perfume Materials instituted by Professor Curt P. Wimmer started this month. It is given on Monday evenings at 7 o'clock, in the main lecture hall of the New York College of Pharmacy. So far, nearly 20 students have enrolled, among them some of the members and employees of prominent perfume and oil houses. There is room for several more students, and anyone wishing to participate should apply without delay.

Professor Wimmer has requested that samples of every conceivable perfume material be added to his collection for use in the lectures. He hopes to have a complete museum of perfume materials in due time. A number of houses have promised their support and are actively co-operating. Rare and unusual samples are especially welcome.

Marston T. Bogert, senior professor of organic chemistry at Columbia University, announced February 8 the discovery of a formula for the manufacture of a product for curing leprosy. Prof. Bogert is chairman of the chemistry board of the National Research Council, and the discovery was reported at the First National Symposium of Organic Chemistry.



Front row, reading from left to right: Joseph Gauer, Chicago; J. D. Rockafellow, San Antonio, Texas; B. F. Zimmer, Chicago; F. E. Watermeyer, president, New York City; George L. Ringel, Columbus; James R. Eller, Columbus; and A. W. McKey, Boston. Rear row, left to right: A. S. Barada, Kansas City; D. P. Fellows, Boston; Lloyd W. Speck, Toronto, Canada; A. Herridge, Toronto, Canada; JAMES H. MCNAMARA, New York City; G. A. BLAIKIE, San Francisco; M. B. ZIMMER, Chicago; WILLIAM F. KIEFER, Philadelphia.

OFFICERS AND SALES REPRESENTATIVES AT SIXTH ANNUAL DINNER OF FRITZSCHE BROTHERS, INC., FEBRUARY 6, 1926.

staff of salesmen of Fritzsche Brothers, Inc., New York by F. E. Watermeyer, president. City, was brought together at the sixth annual dinner and

For the first time in nearly sixty years practically the entire both were given a silver set by the employees and also bonds

In making the presentation Mr. Watermeyer stated that



GROUP OF FRITZSCHE BROTHERS, INC., EMPLOYEES TAKEN ON OCCASION OF ANNUAL REUNION, 1926

dance of the company at the Pennsylvania Hotel on February 6. The completion of twenty-five years of service with the company by Benedict F. Zimmer, second vice-president and manager of the Chicago office and George L. Ringel, third vice-president and representative at Columbus, Ohio, was also celebrated as both were made guests of honor and

the entire working force from all over the United States and Canada with the exception of William Bodebender of New Orleans, a veteran of 21 years, was present. An outstanding characteristic of the company is the long service of most of its employees; and this was emphasized when the present list of members of the Twenty-five Year Club was read by Mr.



BANQUET SCENE, PENNSYLVANIA HOTEL, NEW YORK, FRITZSCHE BROTHERS, INC., FEBRUARY 6, 1926

Watermeyer. It is as follows: William A. R. Welcke, 41 years; Julius Koehler, 39 years; F. H. Leonhardt, 32 years; R. R. Redanz, 32 years; F. E. Watermeyer, 31 years; Ernest Bulmer, 30 years; Robert Waugh, 28 years; B. F. Zimmer, 25 years and George L. Ringel, 25 years. Arthur W. McKey will be the next member. The list will be largely increased in the next few years. In concluding his address Mr. Watermeyer thanked the organization for its loyal support under all circumstances.

William A. R. Welcke then gave a history of the company since he joined it in 1885. Then it had a force of fourteen men and two traveling salesmen and a small factory was operated in Hoboken. Annual sales of \$250,000 were considered an excellent volume at that time. Paul Fritzsche, the youngest of the Fritzsche brothers, was then the New York partner. He died in 1886. In 1887 Julius Koehler joined the organization and in 1894 F. H. Leonhardt and R. R. Redanz also joined. The following year Mr. Watermeyer entered the organization and soon after went to Chicago where he established a Mid Western branch. By that time the first New York office at 34 Barclay street proved to be too small and the company was forced to move into larger quarters at 37 Barclay street where the concern continued until 1907 when it moved into its present offices in Beekman street. Under the management of Mr. Watermeyer the company has grown from a force of 14 to a family of 106 covering practically all points of the United States and Canada and doing a business running into millions of dollars annually.

Remarks were also made at the dinner by Julius Koehler and by F. H. Leonhardt who acted as toastmaster. Miss Marion F. Martin rendered vocal selections and a talented exhibition of the Charleston was given by the Misses Edna Schardt and Catherine Schieding. At the conclusion of the dinner, dancing was enjoyed. The complete success of the affair was due in a large measure to the work of the committee of arangements composed of Ralph R. Redanz, Miss Marion F. Martin and Miss Mary G. Neary.

Innis, Speiden & Co., New York City, anounce an increase in capital stock from \$250,000 to \$600,000 and also a reorganization of the management of the company. C. C. Speiden, president since 1906 has retired to become chairman of the board of directors and William H. Sheffield has been elected president.

Other officers are: Vice-president and treasurer, George V. Sheffield; secretary, C. Leith Speiden; assistant secretary, C. C. Wickstead; assistant treasurer, George Hamilton; directors, C. C. Speiden, William H. Sheffield, George V. Sheffield, C. C. Wickstead and Eben C. Speiden.

William Sheffield, who is well known in commercial circles for his activities in the Sheffield Farms Co. and the Sheffield By-Products Co., and George V. Sheffield, his uncle, have acquired sufficient of the new stock so that with their previous holdings they will control a majority of the issue. C. C. Speiden and C. Leith Speiden have retained their stock holdings. C. C. Speiden is abroad at the present time in the interest of the company.

Friends of Charles A. Rindell, of Charles A. Rindell, Inc., Chicago, Ill., will regret to learn of the death of his father-in-law John W. Harmon in San Diego, Cal., February 12. Mr. Harmon had been in ill health for some time but was believed to be recuperating when Mr. and Mrs. Rindell left San Diego early in this month.

Herman Wessels, treasurer of Polak's Frutal Work, Inc., New York City, accompanied by Dr. Eugene Friedman, Chicago representative for the company, returned on the Leviathan January 27, delayed two days on account of the severe storms in the Atlantic Ocean. Mr. Wessels had been at Amersfoort, Holland, in conference with his principals, Polak's Frutal Works.

Mr. Wessels reports that the company's citrus oil crop in Messina in common with citrus oil crops in general is below the normal on account of heavy rains; and as a result higher prices are anticipated. He also announced that the company is going to offer some new synthetic products for perfumers.

While at Amersfoort, Mr. Wessels was joined by Dr. Friedman, who had been visiting relatives in Breslau, Germany. Dr. Friedman also spent some time in Berlin, Rotterdam, Amsterdam and Paris before going to Amersfoort. In Germany he had an excellent opportunity to observe the trend of political and economic affairs and was inclined to feel that the present industrial conditions are deplorable. The temper of the people, however, he said, is against the return of the monarchy. The Germans, he added, have only friendly feelings towards the United States to whom they look for co-operation in helping them to establish better conditions.

Attention is called to the attractive insert of the Hampden Glazed Paper & Card Co., Holyoke, Mass., between advertising pages 144 and 145 which in an original way shows the effect that may be secured by its fancy paper on containers for perfumery and toilet preparations.

Joseph P. Tumulty, formerly secretary to the late President Woodrow Wilson, has been appointed special counsellor at Washington, D. C., for the Rossville Co., of Lawrenceburg, Ind.

Ferdinand A. Weimann, of Weimann Bros. Manufacturing Co., Derby, Conn., returned on the *Deutschland* January 22 after a very rough voyage. Mr. Weimann had been abroad since last November in the interest of his company and made a very successful installation in a large toilet preparations plant in London.

After completing his work Mr. Weimann visited historical places in England and then went to Germany where he spent about ten days visiting friends.

J. M. Perroneau, representing Parfeis S. A., Paris, France, the present owner of Parfumerie Grenoville, is visiting in the United States and has made arrangements with Harold P. Ritchie & Co., 171 Madison avenue, New York City, to market Grenoville products in the United States.

Walter B. Swindell, Jr., and Harry O. Brawner, of Swindell Bros., Baltimore, Md., returned on the *Olympic* February 4, from a business trip to France, Switzerland and England. The trip was most successful, but both voyages were unusually rough.

Wood Bros. Glass Co., Ltd., Barnsley, England, in their initial announcement on advertising page 95 call attention to the fact that the company was established in 1828. The company offers glasware for perfumes, cosmetics and bath salts.



A. E. WILLIAMS Vice-Pres, and Gen, Mgr.



D. H. McConnell Founder and President



W. VAN ALAN CLARK Vice-President



W. J. ALLEY Secretary and Treasurer



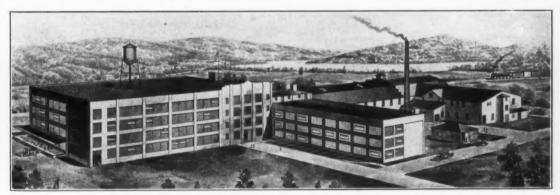
A. D. HENDERSON, JR. Vice-President

The California Perfume Co., New York City, rounds out its fortieth year of business this year; for it was in 1886 that David Hall McConnell, president and active head of the company, founded the concern in a one room office 20 by 25 feet, at 126 Chambers street, New York City. Incidentally it is a curious coincidence on this fortieth anniversary that no one in the organization in an executive or semi-executive position with the exception of the president and founder, is over forty years old.

The policy of selling its products direct to consumers established at the time the company was organized has been followed ever since. In fact the selling organization is practically the same as it was forty years ago, except that in place of a few scattered agents, the company has built up a body of more than 20,000 authorized representatives, covering practically every city and town in the United States and Canada.



D. H. McConnell, Jr. Vice-President



LABORATORIES OF THE CALIFORNIA PERFUME Co., OF NEW YORK CITY, AT SUFFERN, N. Y.

The first number offered by the company was a combination of two bottles of perfume with an atomizer. Strangely enough very few of these were sold in New York City. Instead the item was handled by the company's travelers throughout the country who received instructions and supplies from headquarters. Good value was offered and sales grew in volume.

The business thrived and new products were added so that now the line includes perfumes, toilet waters, talcum powders, soaps, face powders, creams, dentrifices, flavoring extracts, a full line of cosmetics and also a line of household specialties, such as olive oil, baking powder, cleansing fluids and cream.

After the company had been in existence for about ten years, A. D. Henderson joined the organization and ultimately rose to be vice-president and treasurer, positions which he held at the time of his death January 6, 1925.

William Scheele, who later served the company in many important capacities, joined the organization in 1897. He became secretary and general manager, posts which he held at the time of his death, December 11, 1924. Most of the executives in the corporation like Mr. Scheele and Mr. Henderson have been in the company for many years. A. E. Williams, vice-president and general manager, joined the organization in 1908; W. J. Alley, secretary and treasurer has been with the company since 1918,

and A. D. Henderson, Jr., who succeeded to the post formerly held by his father, as vice-president in charge of purchases, joined the company after finishing at school. D. H. McConnell, Jr., vice-president, one of the most active of the younger executives, likewise joined the organization after he was graduated from Princeton University in 1922. The sales manager of the New York office is P. H. Brockmann, also a veteran.

Before the company was very old, it was forced to find a larger home and in the early nineties it moved to its present address, 31 Park place, where it now occupies several floors. In 1895 a distributing office was opened in Luzerne, Pa., which is now in charge of J. D. Tiffany. In addition branch offices were opened. In 1903 an office was opened in Kansas City, which takes care of the territory west of the Mississippi. At present that office is in charge of John A. Ewald. The Montreal office was opened in 1914 and is in charge of Charles C. Stewart.

In 1900 the first laboratories of the company were opened in Suffern, N. Y., a beautiful little village in the hills of the Ramapo Valley. Soon after the first plant was completed, increased sales necessitated more space and various improvements. The same condition has recurred six times in the last quarter century, so that six additions have been made to the original building, increasing the plant to twenty times its original size; and each time no effort was spared to make the laboratories modern and scientific in every way.

The laboratories are in charge of W. Van Alan Clark, son-in-law of D. H. McConnell and vice-president in charge of manufacturing. Mr. Clark was graduated from Cornell University, where he specialized in chemistry, in 1909. Since then he has devoted the greater part of his time to the study of perfumes and toilet preparations.

The laboratories are housed in a group of modern concrete buildings, as shown in the accompanying illustration. The seventh addition to the original structure is seen extending to the left. This was completed last May and houses the offices, shipping and receiving departments, research laboratory and finished goods stock rooms. Manufacturing is carried on mainly in the concrete structures at right angles to this last addition, and the balance of the space is devoted to stock room purposes. In all, over two acres of floor space are utilized.

Manufacturing facilities are of the most modern type, and illustrate the progressive ideas of the management in developing its equipment to fit its own particular needs. Several unique arrangements of kettles and mixers are to be seen, all helping to facilitate the handling of materials in an efficient manner. The compounding laboratory is equipped with instruments of precision for measuring and weighing. In the percolating department, where the company manufactures its extracts and a large part of its perfume raw materials directly from their source, careful control methods are very much in evidence. The gravity flow of materials simplifies a number of usually intricate mixing, clarifying and filling problems.

In the powder filling department is an automatic machine for filling, closing and packaging. This is the first machine of its kind to be built, and is the development of the ideas of the company by one of our larger machine builders. The sterilization of materials is a new and unusual feature of this department.

The cream department houses the original installation of colloid milling equipment as applied to cosmetic materials as well as centrifugal clarifying and blending machinery. Here the latest in modern scientific development is put into commercially useful and practical service.

The finishing departments include automatic filling machines for tubes, jars and bottles, packaging devices and labeling machines.

In another unit of the group the soap department is located. Here chips made under contract elsewhere are milled and pressed.

In other locations are found a fully equipped box making plant, a machine and carpenter shop, and a boiler and engine room with a capacity of 500 horse power.

The research laboratory occupies a corner of the large building and is under the direction of John M. Williams, a graduate of Columbia, and a man of long experience. Here methods for the analysis and testing of raw materials and finished goods have been developed to meet the peculiar needs of the situation, and a thorough control of all manufacturing is centered here. Production schedules and routine testing of each batch are daily tasks.

The modern structures in which the equipment is operated makes possible the attainment of almost ideal working conditions. Light, air and meticulous cleanliness are evident in abundance.

The goods when finished are taken through the inspection department to the storeroom on the top floor of the larger building. From this room they descend as needed by spiral conveyors to the shipping room, where orders are assembled, packed and shipped.

The cases are placed in steel racks through charging aisles, which afford easy access to their contents from the assembling aisles by the girls who make up the individual shipments. The goods are double checked before packing and when made ready for forwarding descend to the next floor by conveyor. Here the express company maintains an office, and a station of the local postoffice is also here. Daily special cars carry the products of the laboratory to its distributing terminals in New York and Jersey City, from where they are despatched to its customers in the eastern section of the country. The Kansas City branch is similiarly equipped to serve the west, and Montreal likewise for Canada.

Perhaps the thing that will be remembered most is the noticeably high class of employees met in a visit to this factory. It is apparent that the management is as progressive in its personnel interests as it is in its mechanical developments.

The company has for many years operated a profit sharing plan and affords opportunities for other benefits in keeping with its policy of liberality and fairness towards its people.

There are about 150 men and women in the laboratory, seven of whom are rounding out twenty-five years of active service with the company. Among these is Adolph Goetting, a veteran perfumer who has been over fifty years in the industry. Many of the employees have ten and fifteen years of service behind them.

The growth of the California Perfume Co, has been consistent and generous. What the future has in store for it no one can say, but as the principles of David H. Mc-Connell and his associates have been well rewarded in the past, it may be expected that in years to come this unit of our industry will receive recognition as one of the leaders.

San Antonio Soap & Refining Co., San Antonio, Texas, has changed its name to the Texas Soap Co.

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Front Row, Left to Right: L. A. Watt, E. M. Queeny, Robert DuBois, H. M. Hodges, John F. Queeny, G. DuBois, Walter L. + Filmer, W. C. Maginnes, P. E. Herman, J. Byrne Severs.

Annual Convention of the Monsanto Chemical Works, St. Louis, February 1 and 2, 1926

"The best convention we ever had." Such was the comment of each and every member of Monsanto's sales force that attended the two day convention of Monsanto Chemical Works in St. Louis, February 1 and 2. The festive nature of the meeting was further enhanced by the fact that this is Monsanto's 25th anniversary year, and appropriate signs and displays were placed about the Convention rooms in honor of the occasion.

About 35 men attended the regular sessions. The list includes Messrs. Miles, Horan, Williams, Wilhelm, LaShelle, Maginnes and Davis from the New York office; Filmer and Fetzner from Chicago, representative Miles, Severs and Herman and Mr. Emerald from the Pacific Coast.

Special visitors were Robert DuBois, sales manager of Graesser-Monsanto Chemical Works, Ruabon, North Wales, and H. M. Hodges, Monsanto's representative in the Orient.

Mr. Hodges spoke very interestingly of conditions in the Far East and particularly congratulated Monsanto on the thoroughness and care taken in their packing for export.

The afternoon of the first day was taken up in visiting the remodelled power plant and chlorine plant at the East St. Louis works. That evening a little playlet written and enacted by "home talent" was presented.

A get-to-gether dinner to the Sales Organization at which 94 were present, was given Tuesday evening. Speakers on this occasion were Carl F. G. Meyer, president of the St. Louis Chamber of Commerce; H. M. Hodges, and Dr. F. W. Russe, vice-president of Mallinckrodt Chemical Works.

The stockholders at their annual meeting, re-elected the members of the old board of directors, who re-elected the old officers for the ensuing year. The business of the company for the year 1925 showed a large increase over 1924, and was, in fact, the best year Monsanto has had since 1920. The tonnage sold during 1925 was more than double that of 1920. The profits were in excess of 11 per cent on its capital stock after all interest and depreciation charges.

The business the corporation has already booked for delivery during the year 1926 is in excess of the total sales made during 1925, which would tend to indicate a greater stability and confidence in the future of the chemical industry than it has had since the year 1920. It was shown that four new departments were brought into production during the last few months and that all departments of the company are now in operation. Prices are low but firm and the officers of the company have every confidence for big business during the year 1926.

Alfred H. Smith & Co., which was recently taken over by V. Vivaudou, Inc., New York City, with the purchase of the Djer-Kiss line of toilet preparations is to be operated as an independent unit by the new owners from the main offices of the company, 418 West 25th street, according to a statement by an official. At present the company plans to continue the manufacture and sale of all the numbers in the Djer-Kiss line.

The affairs of Alfred H. Smith & Co., however, will be directed by new officers elected recently who are also identified with the management of V. Vivaudou, Inc. The new officers are: President, Thomas J. McHugh; vice-president, E. H. Koehler; secretary and treasurer, R. E. Lee; directors, D. A. Schulte, J. S. Bache, Edward Wise, E. H. Koehler and Thomas J. McHugh.

V. Vivaudou, Inc., New York, reports for eleven months ended November 30, 1925, consolidated net profit of \$477,219, after depreciation and all charges, equivalent to \$1.40 a share (par \$10) earned on 340,000 shares of outstanding stock.

Consolidated income account for eleven months ended November 30, 1925, follows: Net sales, \$2,992,428; Costs and expenses, \$2,524,863; Operating profit, \$467,565; Other income (net), \$9,654; Net profit after depreciation and all charges, \$477,219.

Consolidated balance sheet of V. Vivaudou, Inc., as of November 30, 1925, subject to adjustment: Assets: Cash \$298,-633; investment bonds, etc., at cost \$241,184; customers' accounts receivable, less reserves \$266,375; sundry accounts receivable \$20,060; inventories \$521,266; investments \$219,-360: plant, equipment, furniture, etc., after depreciation, \$87,976; goodwill, brands, trademarks, etc., \$5,737,646; miscellaneous assets \$39,724; total \$7,432,224.

Liabilities: Accounts payable, etc., after reserves \$155,005; common stock (par \$10) \$3,400,000; surplus \$3,877,219; total \$7,432,224.

The New York Stock Exchange has admitted for trading 432,000 shares V. Vivaudou, Inc., common no par stock and \$1,700,000 preferred stock.

Fallis Incorporated, Cincinnati, maker of Peter Pan cosmetics, has placed its advertising accounts with Williams & Cunnyngham, Inc., Chicago advertising agency.

Besides carefully scanning the text pages of this journal every month our readers will find much information, which is of considerable value, in the advertising announcements, The publication in our Trade Notes last month of a reproduction of the original photograph of Abraham Lincoln in the possession of George F. Dieterle, president of the Federal Products Co., Inc., of Cincinnati, aroused a great deal of interest in many directions. From J. F. Kraeger, chief chemist in the laboratory of the Federal Products Co., Inc., we have received some additional information about the picture, in part as follows:—

"Henry Cole, who took the picture was a pioneer photographer in Central Illinois and passed away last Autumn at the age of 94 years. His first 'gallery', where the Lincoln picture was taken in 1858, was in Peoria. He afterwards moved to Pekin, Ill., where he practiced his art for more than half a century, having been active as late as 1916.

"I had hoped during my visits to Pekin to interview Mr. Cole concerning the Lincoln photograph and learn the circumstances attending his posing, but never was fortunate enough to meet him. During his last years he lived away from the town in a cottage on the West Bluff of the Illinois River Valley. The chief thing that I learned of interest was that Mr. Cole thought President Lincoln was the homliest man he had ever seen.

"However, the photograph is a wonderful picture of a remarkable man. Every line in the face, every hair in the head, every detail of the clothing stand out in the print with amazing clearness. The picture has been used as an illustration by the authors of two recent historical works."

Fred J. Redding of Wm. Buedingen & Son., Rochester, N. Y., was a welcome visitor to New York, during the week of January 25. While in the city he volunteered his services and made his headquarters at the office of Sewall Corkran, New York representative for the company, who has been confined in the hospital for many weeks with typhoid fever.

Incidentally, the many friends of Mr. Corkran will be glad to learn that he returned to his home in Glenbrook, Conn., January 27. Mr. Corkran is recuperating splendidly and expects to return to his office in New York City in the near future.

Coty, Inc., New York, reports for year ended December 31, 1925, net profit of \$2,504,371 after depreciation, federal taxes, etc., equivalent to \$8.09 a share earned on 309,300 no par shares of outstanding stock.

Income account for year ended December 31, 1925, follows: Gross profit \$5,017,174; expenses \$2,112,866; balance \$2,904,308; other income \$27,374; total income \$2,931,682; depreciation \$67,311; federal tax reserve \$360,000; net profit \$2,504,371; dividends \$1,175,340; surplus \$1,329,031.

Balance sheet as of December 31, 1925:

Assets: Cash \$717,641; accounts receivable \$795,013; inventory \$2,923,042; other assets \$42,130; machinery, equipment, improvements, etc., less depreciation \$403,036; goodwill, formulas, etc., \$1; total \$4,880,863.

Liabilities: accounts payable \$163,523; due officers and salesmen \$69,871; security deposit \$25,000; accrued expenses \$102,862; federal tax reserve \$360,000; capital stock (represented by 309,300 no par shares) \$1,599,081; profit and loss surplus \$2,560,526; total \$4,880,863.

At the annual meeting of the stockholders, Herman L. Brooks was elected a director in place of Raoul Andre and other directors were re-elected. Officers were also re-elected and the company was placed on an annual dividend basis of \$4 a share.

Net income of the American Can Company set a new high record in the year ended December 31, 1925, aggregating \$16,390,036, or \$32.74 a share, on \$41,233,300 common stock after charges, Federal taxes and preferred dividends. This compared with \$11,341,931, or \$20.50 a share, in 1924. The profit and loss surplus at the close of 1925 was \$53,345,092, against \$43,140,050 on December 31, 1924.

Coincident with the publication of the report of earnings, the approval by stockholders of the plan to split the old common stock of the company on a basis that is equivalent to six for one was announced. The present \$100 par common will be exchanged into new \$25 par shares on the basis of four for one and a stock dividend of 50 per cent will be distributed on the new common. When the plan is consummated American Can will have 2,473,998 common shares of \$25 par outstanding in place of the present 412,333 shares of \$100 par.

Under the plan approved February 9 the voting power of the preferred is increased to six votes for each share. Each share formerly had one vote. This change is necessary in order to preserve the relative voting power of the preferred and common stocks. The new common stock will be placed on a \$2 yearly basis, which would be equivalent to \$12 on the old common.

Maurice J. Sullivan was elected a director, succeeding the late D. G. Reid. Other retiring directors were reelected. A. O. Choate was elected a member of the executive committee to fill a vacancy.

H. W. Phelps, president of the company, told stockholders that the remaining balance of \$8,128,000 debenture bonds had been redeemed and that the item of \$33,886 paid for interest on them covers the final payment.

"Appropriations for new construction, as predicted a year ago, were larger than in 1924, and there has been expended \$6,568,564," he continued. "Work now in hand will be completed and paid for in 1926. This, together with other additions to buildings and machinery that are made necessary by the further expansion of your company's business, will again probably exceed the actual disbursements in 1925."

Mathieson Alkali Works, Inc. which has controlled and operated the Commonwealth Chemical Corporation for several years has consolidated the latter into its own corporate structure. The change is technical rather than actual as the operating and merchandising personnel of the new Commonwealth Chemical Division is exactly the same and the manufacture of Commonwealth products will be continued as before at Newark, New York. O. K. Mayland, as before, remains as division sales manager.

The addition of vanillin to the list of fine chemicals produced by the Commonwealth Chemical Division has just been announced. Commonwealth vanillin, the company states, is the result of nearly two years' development and research work. Its coumarin has been well known in the trade for years and in view of the close relation between the two synthetics and in order to render more complete service it was decided to offer both coumarin and vanillin to its customers.

Rochambeau Import & Export Co., New York City, has appointed Miss Yvonne V. Cabral assistant secretary. Miss Cabral has been with the organization for the last four years and her promotion follows her devotion to duty in grasping perfume trade possibilities.

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Kranich Soap Co. is the new name adopted by the Kranich & Specification Soap Co., Brooklyn, N. Y., in response to requests from the trade for a simpler title. In the reorganization incident to the adoption of the new name no changes were made in the officers and Herbert Kranich continues as president and Arthur G. Kranich remains as secretary and treasurer.

The company was founded in 1921 by Herbert Kranich as the Kranich Chemical Co. It amalgamated with the Specification Soap Co. in 1923 under the name of Kranich & Specification Soap Co. and continued doing business under that name after Herbert Kranich acquired complete control of the corporation in 1924. The company has shown steady growth and has just announced the appointment of representatives in Chicago and in St. Louis to care for its interests in the Middle West and Southwest territories.

BeaVan Laboratories, of Syracuse, N. Y., conducted by J. Beavan, have been sold to Arthur J. Morison, of New York City. Mr. Morison has incorporated a new company

called Du-Kana, Inc., with \$100,000 capital stock, and he plans to operate under that name.

Mr. Beavan established the business eight years ago. He was graduated in the Albany College of Pharmacy class of 1906, and prior to entering the toilet goods field, was active and well known in the drug trade. Mr. and Mrs. Beavan contemplate a vacation in the Southern resorts for a period.

Arthur J. Morison was

well and favorably known to the trade as president of Prichard & Constance, Inc., New York, from its incorporation in 1912 to 1925, prior to which he gained experience successively in Manchester, London, Rome and Paris.

J. W. BEAVAN

The BeaVan Laboratories moved to larger quarters on January 15 at 117 West Taylor street, Syracuse.

E. A. Bromund Co., New York City, is now located in its attractive and convenient new offices at 258 Broadway.

The space is about four times the size of the former quarters and affords ample opportunity for displaying the products of the company, for executive offices and for a reception

Under the management of J. F. Bromund, president, the company is making notable progress and its bleachery at Elmsford, N. Y., is working to capacity. Frank B. Tracy represents the company in Chicago; C. L. Iorns is in charge of the St. Louis territory; while the Raymond Co., takes care of the Bromund company's affairs on the Pacific Coast, with offices at 149 California street, San Francisco, Cal.

The Northwest Products Corporation, manufacturer of soap and allied products, Chehalis, Wash., has just elected O. F. Saindon as president; H. R. Martin, vice-president and manager; Lester Temple, secretary, and H. R. Brown, treasurer. These, with C. E. Sonnemahn, J. C. Nieuwenhuys and James McCallahan, are the board of directors.

Pompeian Co., of Cleveland, is advertising its decision to cut out free goods and declares the policy works satisfactorily. The following is from a recent Pompeian advertisement: "In order to help stabilize prices and prevent manipulation of Pompeian preparations, all free goods were discontinued months ago. In spite of this July sales exceeded all other Julys in our history.'

Otto F. Leopold, president of the company, announces an increase in its advertising appropriation for 1926 of about \$200,000 over 1925.

C. Leith Speiden, secretary of Innis, Speiden & Co., New York City, has been elected president of the New York Junior Board of Trade and Transportation.

The many friends of L. A. Van Dyk, the manufacturing chemist of 20 East 12th street, New York City, will be interested to learn that he has sold patents for manufacturing non-inflammable films and plastic materials to the East-

man Kodak Co., Rochester, N. Y., for a substantial sum and royalties. The patents are the result of many years of research work on the part of Mr. Van Dyk and associated chemists and afford a solution of one of the chief problems in the manufacture and use of films.

Mr. Van Dyk has also recently been honored by the mayor of Yonkers, N. Y., where he resides, by being appointed a special commissioner of public safety.



L. A. VAN DYK

When it is remembered that Yonkers is a thriving city of 125,000 population it will be readily understood that the new position will make many demands on Mr. Van Dyk's time. He will, however, continue to act as deputy sheriff of Westchester County and carry on with his other civic activities.

S. B. Penick & Co., New York City, begin on advertising page 118 the first of a series of announcements calling attention to their powdered soap and Egyptian henna.

Neumann-Buslee & Wolfe, Inc., Chicago, Ill., are now located in their new and larger quarters at 224-230 West Huron street. The new location affords the concern better facilities for handling its growing volume of business and is also much more convenient than the old.

Customers of the Alderman-Fairchild Co. in New York and vicinity will be interested to learn of the appointment of A. E. Grate as manager of the Alderman-Fairchild New York Office, Room 414, 200 Fifth avenue.

Mr. Grate has had nine years' experience in the designing and execution of boxes and containers. He is thoroughly conversant with all phases of the making of boxes and the details of lithography, enabling him to give intelligent cooperation on container problems.

Mr. Grate is residing at Forest Hills, L. I.

New York Merchants' Exchange announces the following recent additions to its membership list:

Caron Corporation, E. L. Cournand, manager, 389 Fifth avenue—Perfumery.

Marinello Co., W. H. O'Toole, general manager, 72 Fifth avenue—Manufacturers of Cosmetics.

Schmid, Julius, Inc., J. T. O'Connell, secretary, 423 West 55th street—Importers and Manufacturers of Druggists' Sundries and Toilet Articles.

Straus, Simon, Co., Simon Straus, 46 West Broadway— Importers of Essential Oils, Seeds and Drug Materials.

Henrique C. Bruno, manager of the Bruno Manufacturing Co., wholesale perfumers, Boston, Mass., was a recent visitor in New York City. Mr. Bruno is very optimistic over the outlook, especially in New England, and announced that his company had been forced to move into larger quarters at 211 West Newton street.

The incorporation of B. T. Babbitt Products, Inc., Albany, N. Y., reported briefly recently, is a step in the reorganization of a corporation which has been for several years engaged in the manufacture of lye and soap at 40 Broadway, Albany. It is understood the business will be expanded. The authorized capital stock is \$3,600,000, to consist of 17,500 shares of preferred stock and 18,500 shares of common stock, both valued at \$100 a share.

Albany directors are Leon Mendelson, 644-A Madison avenue; Julius Illch, 17 North Hawk street, and Nathan Myers, 711 Hudson avenue. Other directors, living in New York City, are A. Palmer Burnham, 1440 Broadway; Jerome Mendelson, 15 West 34th street, and Frank L. Weil, 155 Broadway.

Babbitt, Inc., manufacturing perfumers, 3,430 Chestnut street, Philadelphia, Pa., announce that they recently entered a sale for their first millionth customer after one and one-half years of strenuous work.

The company started business in two small back rooms in 1924, and now occupies a building two stories high, covering a city block with an area of 32,000 square feet. The first day's receipts, coming from four customers, amounted to \$1, according to the statement of the company, but now, it adds, orders often run as high as \$18,000 in one day.

Much of its success the company attributes to its advertising, which is handled by Eugene McGuckin & Co., and also by the officers of the company.

Mechanic Arts High School in Boston at a recent exhibition gave the winning prize for a miniature house, supplied with tar soap, toilet soap, cold cream, washing powder, tooth paste, shaving soap and other products manufactured by students in the institution. The classes are divided into a dozen different and distinct manufacturing concerns, each having a president, factory manager, legal advisor and advertising agent, besides going through the form of being incorporated. One of the school companies makes soap a specialty and the product is sold.

T. A. Morrow, general manager of the F. F. Dalley Corporation, maker of 2 in 1, Shinola and Bixby shoe polishes, which was recently purchased by the Gold Dust Corporation, has been transferred to the New York office of the latter company to act in an advisory capacity.

Pro-thy-lac-tic Brush Co., of Florence, Mass., has just announced a new sales policy based on the slogan to department store buyers that "cutting prices on tooth brushes does not sell hats." The company says:

"Pro-phy-lac-tic tooth brushes are now sold to all retailers at \$4.00 a dozen for the adult size, 1/12 dozen free with each full dozen box.

"We suggest that the retailer sell Pro-phy-lac-tics, Adult size, at 50c each. This gives a profit of 38% on the selling price.

"We intend to do everything we legally can to see that this price is maintained, although for sales and special occasions we will recognize a minimum price of 47 cents. We reserve our legal right to sell to anyone we see fit; sales once made, however, are absolute and unconditional."

Miss Dorothy Gray left New York City late in January to supervise the opening of a new beauty salon in the White House, San Francisco, Cal. Miss Gray continues to expand her toilet preparations business and incidentally her beauty parlor methods.

S. Heumann, representing the Fries & Fries Co., manufacturers of synthetic and aromatic chemicals, Cincinnati and New York, is recorded as a recent Paris visitor by the *Review* of the American Chamber of Commerce in France, which has its habitat in that city.

The Gold Dust Corporation will move from its plant at Guttenberg, N. J., to Baltimore within the next two months. Residents of Guttenberg, West New York, Weehawken and Woodcliff complained to the Grand Jury that the odors emanating from the Gold Dust plant were a nuisance and asked that the condition be remedied.

When George K. Morrow, president of the corporation was informed he notified the Grand Jury that his company was building a \$1,200,000 plant in Baltimore and would move to that city. He explained that when the Gold Dust Corporation built its Guttenberg plant thirty-seven years ago that section was almost unpopulated. Since then, however, homes have been built on all sides. The corporation sold the Guttenberg plant to Lever Brothers recently. Lever Brothers sublet the plant to the Neagri Co., manufacturers of soap and toilet articles. As stated in our November issue Lever Brothers have offered the property for sale. In view of the Grand Jury inquiry it is quite certain there will be no Lever plant on the Hudson River shore across from New York City.

Roger C. Williams, for the last three years in the employ of Van Dyk & Co., New York, has resigned to join the technical staff of the Royal Baking Powder Co. It is understood that his new work will have to do with flavoring materials.

Herman F. Brehm, soap manufacturer, with plants in Syracuse and Waterloo, N. Y., has solved an old winter problem by buying a \$10,000 caterpillar tractor snow plow to keep the roads clear of snow drifts for the fleet of motor trucks which he uses in connection with his Waterloo factory. The apparatus can clear paths from ten to twenty feet wide, and Mr. Brehm has expressed a willingness to lease it to other manufacturers on moderate terms.

Prize Winners at Bowling Tournament of Chicago Perfumery, Soap and Extract Association



CLARENCE A. SEGUIN



SPENCER W. BOEHMER



A. J. DEDRICK

CHICAGO

CHICAGO, February 12.—The Chicago Perfumery, Soap & Extract Association had another very successful luncheon at the Hamilton Club on February 3. Louis J. Freundt as president was master of ceremonies and Walter P. Steffen, Judge of Superior Court, was the principal speaker. Judge Steffen spoke on the crime situation in Chicago, and his experiences on the bench, which was very interesting. Thirty-two members were present.

Announcement has been made of the list of prize winners in the recent bowling tournament. They were as follows:

1. Ray A. Morris, western representative of the Orbis Products Trading Co., of New York. He received a handsome picnic outfit as the first prize.

2. A. J. Dedrick, western representative of Edward T. Beiser, Inc., was the recipient of a fine golf set.

Clarence A. Seguin, of the C. Seguin Co., Chicago.
 Spencer W. Boehmer, Puritan Chemical Works, Chicago.

The "low man," Joseph O. DeLorme, received a set of ten pins

The score for three evenings was as follows: 1. Morris, 591; 2. A. J. Dedrick, 571; 3. C. A. Seguin, 558; 4. Boehmer, 537; 5. Anderson, 532; 6. F. Dedrick, 522; 7. Filmer, 520; 8. Davis, 517; 9. Vickers, 509; 10. Susanka, 505; 11. Fortune, 503; 12. Fetzner, 501; 13. Stock, 499; 14. Jelly, 493; 15. Clark, 491; 16. Leue, 466; 17. Lemmermeyer, 465; 18. E. Burgh, 464; (Low) DeLorme, 437.

Donations were received from: Monsanto Chemical Works, Clarence Morgan & Co., Morana Inc., Frank Z. Woods, Geo. Lueders & Co., A. C. Drury & Co., American Can Co., Lum & Lemmermeyer, Rossville Co., Fritzsche Brothers, Neuman-Buslee & Wolfe, American Distilling Co., Ungerer & Co., U. S. Industrial Alcohol Co., Hazel-Atlas Co., Orbis Products Co., W. J. Bush, Inc., Richard M. Krause, Dodge & Olcott Co., Illinois Glass Co.

The first dinner of the Chicago Drug and Chemical Club for this year was held at the Hamilton Club recently. A large turnout was on hand for the first get together meeting since the annual dinner and stag entertainment at the LaSalle Hotel and listened to a fine forty minute talk by Major Thornton Anthony Mills on "Fiddles and Fortunes." This talk made a fine impression on the drug and chemical men who were fortunate to be present at the din-

ner and the officers of the club are to be commended for having such a fine speaker as Major Mills for the monthly dinner.

C. S. Curtis, of the Abbott Laboratories, president of the club, presided. The secretary, H. E. Lancaster, of Marshall Field & Co. and the treasurer, Louis J. Freundt, of the American Can Co., were at the speakers' table.

President Curtis on behalf of the members of the club and its officers publicly extended thanks to the various committees that put over the banquet and entertainment at the annual function.

C. Christensen, of Chas. Pfizer & Zo, was admitted to membership and the club is expanding rapidly owing to the interest in its lively monthly meetings and the fine spirit shown by the members of this wideawake organization.

The members were glad to receive the report of President Curtis on the improvement of Frank T. Robinson, who was stricken with an attack of appendicitis before the annual meeting and the club sent flowers to the hospital for Mr. Robinson after his operation.

Leo Lanigan, of the Fuller-Morrisson Drug Co., won the box of cigars as the lucky member in the monthly drawing. Several members brought guests to the dinner and everyone enjoyed the affair.

A. H. Ross, of the U. S. Bottlers' Machinery Co., has returned from the convention at Louisville and reports much interest from the trade in their new equipment, that is bringing inquiries from manufacturers all over the country.

The will of Francis W. Jones, head of the Melba Co., was admitted to probate by Probate Judge Henry Horner, despite the objections of Walter J. Jones, a brother, of Phoenix, Ariz. It disposes of an estate said to be \$5,000,000, and makes Albert G. Jones, another brother, chief beneficiary.

The fight for a larger share in the estate will still go on, however, according to Ednyfed H. Williams, attorney for the Phoenix brother. The matter will be taken to the Circuit Court, Mr. Williams said.

The Armour Soap Works have placed their advertising account with the John H. Dunham agency who will direct the 1926 advertising campaign for the company.

Fred Klump, W. C. Grody and Joe P. Pollock have organized the Pollock & Tingle Co., with offices and factory at 2119 East Main street, Decatur, Ill., to manufacture and sell chemicals and proprietary remedies.

The Flavor Extract Co. is planning to go into a combination with another leading manufacturer on the west side of Chicago.

The State Board of Health of Wisconsin has notified cosmeticians and beauty parlor operators that they must have new licenses for 1926. There are about 1,500 affected by this new ruling, according to word from the capital.

The unionization of all the Chicago beauty operators is being attempted by the organizers and as there are several thousand, it will be some job for the organizers.

Fred Bremser has joined the Rettig Co., Quincy, Ill., distributors of toilet goods and perfumes, and will have charge of the sales department.

The Pendulum Co., 541 North Clark street, has started a window display campaign on its cold cream, after shaving lotion shampoos and Hair stay.

Joseph O. DeLorme, of the Riveria Products Co., has returned from a business trip to New York and reports the trade outlook as fair for the next month,

The annual meeting of the western division of the National Paper Box Manufacturing Association was held at the Sherman Hotel on January 27, 28 and 29. Joseph H. Cochrane presided at the meetings of the various groups of the organization and there was a large attendance from the various parts of the western territory. Harry O. Alderman is director of the western division of the organization and Frank S. Records, executive secretary and treasurer, was in general charge of the meetings.

The Chicago trade is sorry to hear of the death of B. E. Harris for many years connected with the American Can Co. He died at his residence at 820 Addison street and is survived by the widow, sister and three brothers.

Fred A. Stock, Royal Watters and E. R. Stock have organized the NuTone Co., at Quincy, Ill., with a capital stock of \$20,000 to manufacture and sell chemicals and proprietaries.

Milton Ames, of the Chicago offices of Colgate & Co., has been transferred to the New York offices of the company. H. C. Dawson has been transferred to the Chicago offices from Syracuse.

'John Blocki, Inc., had a very complete exhibit of their lines of perfumes and toilet goods at the annual gift show at the Sherman Hotel this month. Miss Opal Eckhoff was in charge of the display which made a hit with visitors and buyers.

The Procter & Gamble Co, held a monthly sales meeting at the Sherman Hotel on February 6 with a large turnout from the Chicago offices. The business outlook for this market is very bright according to the Chicago management.

NEW PUBLICATIONS, PRICE LISTS, ETC.

STAFFORD ALLEN & SONS, LTD., London, Eng., UNGERER & Co., 124 West 19th street, New York City, American representative. January price list of "StaffAllenS" essential oils, chemicals, synthetics, sundries, etc., which has just been received gives wholesale quotations on various products manufactured by the firm for perfumers and soap makers such as essential oils, terpeneless oils, expressed oils, Allen's oleoresins and powdered drugs. In addition special attention is called to clove oil, one of the specialties of the firm.

Rossville Alcohol Talks, Booklet No. 14, January, 1926, issued by the Rossville Co., Lawrenceburg, Indiana, discusses the use of alcohol as a fuel. The use of a blended fuel containing alcohol in an automobile engine is treated in an interesting and informative way. The most interesting thing about alcohol, from the car owner's standpoint is the fact that it burns with almost no carbon deposit.

ALLONDON S. A., Geneva, Switzerland, sends us an attractive calendar 7½ x 10½ inches printed in English and French. The calendar pad contains colored pictures of various scenes in Switzerland attractively printed by the offset process.

W. J. Bush & Co., Inc., 370 Seventh avenue, New York City, have issued their February wholesale price list of essential oils, aromatic chemicals and other raw materials for the use of perfumers, soap makers and allied manufacturers. Synthetic perfume bases, flower oils, liquid absolutes, fruit ethers, oleo resins, natural and artificial fruit flavors, emulsions, concentrated fruit juices, confectioner's fruit pastes, food colors, and drugs and sundries are listed in the 32-page list.

CLIFTON CHEMICAL Co., 246 Front street, New York City, is sending a circular to the trade announcing that with every barrel of Clifton shampoo syrup or base it will supply gratis four different popular coloring matters: Opal Olive, Orange, Red and Green. A copy of the circular may be had by writing to the company.

TH. MUHLETHALER S. A., Grasse, Nyon and Paris, Orbis Products Trading Co., Inc., 215 Pearl street, New York, exclusive representative in the United States and Canada.— The special price list for January, 1926, of essential oils and synthetic perfumes manufactured by this company is at hand. It contains 24 pages and covers a wide range of items aside from essential oils and synthetics. A division is devoted to flower and perfume oils, another on compounds, another on Mono perfumes, and other products listed are soap compounds, compounds for glycerine soaps, odoresins, special solvents and fixatives, flavoring essences and aromatics, and vegetable coloring matters.

A. C. Drury & Co., 106 East Austin avenue, Chicago, have issued their February price list giving the chemicals, drugs, essential oils, gums, waxes, etc., handled by them.

"CHEMIST & DRUGGIST DIARY, 1926," published by the London Chemist & Druggist, just received, is a volume of more than 460 pages, in addition to a liberal supply of blank ruled pages for diary purposes. The trade directory is complete and the literary contents include digests of laws, formulas, lists of associations, excise duties, poison regulations and a chapter on British patents, designs and trade marks. It is published at 42 Cannon street, London, E. C. 4, and goes free to subscribers. The subscription is 20 shillings a year; diary alone, 10 shillings.

BOOK REVIEWS

(Copies of Books Reviewed in this Column, and Other Works Useful to Our Readers may be Obtained through the Book Department of The American Perfumer & ESSENTIAL OIL REVIEW, 14 Cliff street, New York.)

Perfumes, Cosmetics and Soaps.—By William A. Poucher, Ph. C. Published by D. Van Nostrand Co., New York City; Two Volumes, 2nd Edition. Price for both \$10. Copies are now available through The American Perfumer's Book Department.

When Poucher's book on "Perfumes and Cosmetics," appeared in its first edition (in 1923), we proclaimed it unhesitatingly "the best book on the subject published in the English language to date." We notice that the publisher is making use of this statement in advertising the publication. He is welcome to it. And now, that we have Poucher before us in his second edition, we wish to reiterate our statement not to please the publisher, but because we mean exactly what we are saying.

In fact, the second edition is an improvement over the first one, both in quantity and quality. The original book of 462 pages has been increased so that it had to be split up into two volumes, which together present nearly 700 pages of valuable information.

Poucher has revised his book thoroughly. He has broadened and enlarged its scope by the inclusion of chapters on soap and tobacco perfumery materials. The information on Raw Materials has been extended and many additional formulæ for type perfumes have been included.

Volume I is essentially a Dictionary of Raw Materials. Volume II deals with the preparation of natural and artificial perfumes and the manufacture of the various forms of cosmetics. Under the heading of "Soap Perfumery," Poucher discusses the following: Soap manufacture; soap making; milling and mixing processes; colored soaps; perfuming soaps; matching a violet odor; formulæ for principal soap perfumes; antiseptic and medicated soaps; antiseptic perfumes; perfumed wrappers and boxes, etc., etc. His information in this chapter, as in all others, is to the point and authentic. His formulæ may well serve as starting points for the evolution of different and individual ones.

In the chapters on cosmetics, a considerable amount of new material has been added, for example the making up of mud-packs, greaseless lip-sticks, lip salves, etc.

The number of pictures and illustrations has also been increased. They are uniformly excellent and lend considerable interest to the publication. The mechanical makeup of the two volumes is commendable. The type is large and clear, the paper stock used of good grade.

Once more, we congratulate Mr. Poucher. He had made a good book better. We are confident that the four thousand copies of this edition will not remain long on the publisher's shelves. Perfume and cosmetics manufacturers know a good thing when they see it. Our advice to them is: Buy this latest Poucher, for you can not afford to be without it.

Curt P. Wimmer.

Weltadressbuch der Chemischen Industrie. Octavo, 6 x 9 inches, 744 pages. Fifth edition, 1924. Berlin, Ger-

This directory of chemical industries throughout the world is conveniently printed in German, French and English. An idea of the scope of the work may be had from the fol-

lowing department headings: Detailed index; List of chemicals and addresses of principal sources of supply; List of raw materials and names and addresses of sources of supply; and List of machines, apparatus, and accessories for the chemical industry with names and addresses of manufacturers. The alphabetical scheme of indexing and listing is followed in this useful work.

Annuaire Repertoire des Industries de la Parfumerie et de la Savonnerie, 1926, Revue des Marques, 43 Avenue Gambetta, Paris.

The third edition of this valuable compendium giving perfumery and soap trade names in France and in the International Bureau at Berne has been received. It is supplementary to the 1924 and 1925 editions, which won much approbation. The lists are arranged alphabetically and there is a presentation of the French requirements for registration. Again there is the diary feature with blanks for entries running through 1926. A directory of furnishers of perfume and soap materials is augmented by numerous attractive advertisements, many in colors, of important houses in these industries.

Solvents in Synthetic Organic Chemistry. Donald W. MacArdle, S. B. Octavo 6 x 9 inches, 217 pages; blue cloth covers. D. Van Nostrand Co. 1925. Price \$3.50.

The author is assistant professor at Boston University, and this work is avowedly a compilation. The material in it was gathered from chemical journals printed in all parts of the world, and is suitably arranged.

This volume is planned as the first part of a treatise on the operative technique of synthetic organic chemistry, similar in a general way to the first sections of the German works of Lassar-Cohn and of Weyl,

An idea of the scope of the volume may be had from the following chapter headings: General Considerations; Inorganic Solvents; Organic Solvents for Inorganic Salts; Alcohols as Solvents; The Preparation of Absolute Alcohols and Ethers as Solvents; Organic Acids, Esters, Ketones, and Bases as Solvents; Hydrocarbons as Solvents; Inert Liquids as Solvents; Solid Siluents; Special Means of Inducing Crystalization; Salting Out. A fairly complete bibliography, and indices of authors, solvents and subjects add to the value of the work.

UNITED STATES PHARMACOPOEIA, TENTH REVISION; Official by Act of Congress from January 1, 1926; 626 pages; J. B. Lippincott Co., Philadelphia; \$4 a copy.

U.S.P. X does not require a review, but some facts about it are timely and probably will interest readers who have anything to do with materials which are standardized in this official authority. The pages number 626 as against 728 of the previous revision, the official articles number 633 as against 782, while the classes of preparations number 34 instead of 35. The additions to the U.S.P. X number 40. The articles deleted, or official in the U.S.P. IX but not admitted into the U.S.P.X number 191.

E. Fullerton Cook, chairman of the committee of revision, has supplied the following syllabus:

"The general make-up of the Pharmacopoeia remains the same as the last revision except that the division into part one and part two has been abandoned and each section of the book has been given a specific title. Instead of part one, that section of the book is called 'Monographs on Vegetable

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and Animal Drugs, Chemicals and Preparations.' In place of part two, which indicated the latter part of the Pharmacopoeia, the title 'General Tests, Processes, and Apparatus' is used. The 'General Notices' have been taken out of the introductory section and begin on page one of this book. The importance of these statements is thus emphasized since many of them establish general standards for many monographs which follow.

"The general tests have been arranged alphabetically for quick reference. Another innovation has been attempted in this Pharmacopoeia, namely, a sub-division of the descriptions and tests of the various monographs into sections; it is to be understood, however, that this sub-division in no way lessens the requirements of any test. A product to be pharmacopoeial must meet all requirements of the monographs."

It is not necessary to go into detail regarding the changes that have been made in the text of the new Pharmacopoeia, but it is timely to consider (1) the articles added, (2) the articles deleted or official in the U.S.P. IX, but not admitted to the U.S.P. X, (3) the changes in titles, and (4) the specific changes, and these are given.

The term "milliliter" (mil) of the U.S.P. IX has been abandoned, as it did not prove satisfactory, and the old and universally used name of cubic centimeter (cc. instead of Cc., as formerly) has been adopted by the U.S.P. X. The word "gramme" has been shortened to "gram" but the abbreviation Gm. remains unchanged.

The alcohol-content of each preparation containing alcohol is given in the text.

1926 Annualog, Louis S. Treadwell. Volume 1. Octavo, 6 x 8 inches; 246 pages. Profusely illustrated. Green cloth covers. Scientific American Publishing Co., 1925: Price \$1.50.

It is the aim of this book to supply the simple answers to numerous subjects of wide interest about which information is not readily available in the usual condensed reference works

An idea of the contents of the book may be had from the following chapter headings: Year, 1926; Days of Celebration; Signs of the Zodiac; Economic Position of U. S.; Perpetual Calendar: Astronomical Calendar; Star Maps; Time; Temperature Chart; Meteorology; Waterfalls, Mountains, Seas; Geology; Earthquakes; Geography; Geographical Discovery; Knots and Splices: Aeronautics; Radio; Flag; the Chemical Elements; the Railroad Dollar; Medical Science; Chemistry in 1925; Chemistry in World Affairs; Patents, Copyrights, Trademarks; Time Keeping; Accidents, Emergencies; Poisons; Antidotes; and Miscellaneous.

Principles of Personal Selling, Harry R. Todsal, Ph.D. Octavo, 5½ x 8½ inches; 753 pages; flexible leather covers. A. W. Shaw Co., 1925. Price \$6.00.

This new book should be of exceptional interest to every one engaged in the distribution of merchandise, for the personal work of the salesman in every organization is probably the most important part of the sales branch.

The author is Professor of Marketing in the Graduate School of Business Administration, George F. Baker Foundation, Harvard University, and is widely recognized as an expert in this field.

The chapters of the book are as follows: Nature, Scope, and Development of Personal Selling; The Selling Process

and the Salesman; Psychology of the Selling Process; Psychological Aspects of Buying and Selling; Knowledge of the Sales Proposition as a Basis for Selling; Knowledge of the Market as a Basis for Selling; Planning for Personal Selling; The Sales Interview; Creation and Conservation of Good-Will; Selling to the Household Consumer; Selling to the Retailers; Selling to Wholesalers, Manufacturers and Wholesale Consumers; Personal Selling in Export Trade; The Salesman As a Part of the Sales Organization; The House and Its Policies; Sales Methods General Consideration; The Relation of Personal Selling to Advertising; The Selection of Salesmen; The Training of Salesmen; Compensation of Salesmen; Credits and Collections in Their Relation to Personal Selling; Cooperation, Supervision, and Control of Salesmen; Stimulation of Personal Selling: Sales Conferences, Conventions and Contests: Ethics of Personal Selling.

APPLIED BUSINESS FINANCE, Edmond Earle Lincoln, M.A. (Oxon.) Ph.D. Chief Statistician, Western Electric Co., Inc. Octavo, 5½ x 8½ inches; 772 pages; flexible leather covers. Third revised edition. A. W. Shaw Co., 1925. Price \$6.00

The author of this work has achieved a world wide reputation as an expert in the financing of business enterprises. The Western Electric Co., with which he is connected, is practically a subsidiary company of the American Telephone & Telegraph Co., and consequently its finances are handled probably in the best manner of any industrial corporation in the world.

Among the very interesting sections is one devoted to, "Financial Aspects of Advertising," and the author gives a very careful analysis of the subject. Manufacturers of growing firms in this industry will do well to study a work of this kind in order to inform themselves as to how business should be financed, and a casual reading of the list of chapters will bear out the impression we have derived. They are as follows: Business Finance and the Business Cycle; The Average Industrial Concern; its Normal Problems; Shall the Enterprise be Launched? The Form of Organization; The Instruments of Long Time Finance; Stocks; The Instruments of Long Time Finance: Bonds and Notes: Raising Long Time Capital without Security Issues: Raising Long Time Capital by Means of Security Issues; Raising New Permanent Capital for Establishing Concerns; The Business and the Investment Banker; Business Finance and the Stock Market; Customer Ownership and Employee Ownership; Financial Statements and Their Interpretation; Comparative Statements of Condition and Financial Standards; The Business and the Commercial Bank; The Business and the Commercial Paper House; Trade Acceptances and Bank Acceptances; Miscellaneous Methods of Raising Working Capital; Purchasing in its Financial Aspects; Financial Aspects of Producing Goods; The Financial Results of Size; Financial Aspects of Selling Goods; Business Finance and Mercantile Credit; The Distribution of Earnings; Financial Difficulties and Failures.

Good for One Industry, Good for All

No measure which, in the long-run, is not good for industry and commerce as a whole, can possibly, in the long run, be good for any one industry or any one branch of commerce.—Tindeco Magazine.

NEW INCORPORATIONS

Note.-Addresses are given, so far as they are available, of the incorporators. Otherwise, letters or other first class mail may be sent in care of attorneys or trust companies, endorsed with requests to "Please Forward."

Du-Kana, Syracuse, N. Y., \$100,000; cosmetics. A. J. Morison, C. A. Hope, R. Siaca, Attorneys, Delafield, Thorne & Burleigh, 27 Cedar street, New York.

Milton Cahn Co., Manhattan Borough, New York City. soap, \$50,000; M. L. and L. Cahn, C. Kushner. (Attorney, H. C. Adams, 220 Broadway.)

Hale Laboratories, Manhattan Borough, New York City, cleaning preparations, \$200,000; L. C. Holm, J. F. Middlemiss, J. J. Dunn. (Attorneys, Holm, Whitlock & Scarff, 222 Fulton street.)

Royal Flush Chemical Co., Ilion, N. Y., hair tonic, \$10,-000; J. E. and D. Jordan, F. J. Harter. (Attorney, F. J. O'Donnell, Ilion.)

Fred. J. Whitlow & Co., Ltd., Toronto, Ont., \$60,000; soaps, perfumes, Joseph M. Bullen, Harold L. Steele, Norman S. Robertson.

Spanish Royal Soap Products, Astoria, N. Y., toilet articles, 200 common, no par; R. Schmidt, T. W. Pearson, A. Pettingill. (Attorney E. W. Manning, 38 Park Row, New York City.)

Automatic Tooth Brush Corporation, Linden, N. J., \$100,000; John Caralus, New York City; Stanley Zave, New York City; Walter Zupkus, Linden. (Attorney, John Winans, New York City.)

The Oriental Co., Inc., Camden, N. J., cosmetics and toilet articles, \$50,000; R. West, Camden; W. A. Breischer and J. H. Farris, Philadelphia. (Attorney, R. West, Camden.)

Peaubelle Laboratories, Manhattan Borough, New York City, perfume, \$50,000; M. T. Lavigne, K. R. and J. M. Kelly. (Attorney, S. S. Bernstein, 299 Broadway.)

United Waivers, Manhattan Borough, New York City, toilet articles, \$100,000; R. L. and G. Wilson, J. F. Hanley. Attorneys, McIntyre & O'Leary, 149 Broadway.)

Ray Parfumeur Cosmetics, Manhattan Borough, New York City, \$10,000; R. N. and J. B. Lockwood. (Attorney, A. Collins, 31 Nassau street.)

J. Hungerford Smith Sales Co., Rochester, N. Y., general merchandise, \$5,000; J. H. Smith, W. F. Martin, R. H. Rogers. (Attorneys, Hubbell, Taylor, Goodwin and Moser, Rochester.)

Martha Matilda Harper, Rochester, N. Y., toilet preparations, 2,000 shares Class A, \$25 each; 3,000 Class B, no par; M. A. and R. A. MacBain, J. P. Bushfield. (Attorney, F. J. Dense, Buffalo, N. Y.)

Deco Products Co., Manhattan Borough, New York City, disinfectants, \$1,000; A. M. Maoriello, H. Demoresi, J. T. Jenkins Jr. Attorney, H. W. Freeman, 2 Rector street.)

Hair-Rite Laboratories, Lawrence, Mass., hair preparations; \$100,000; incorporators, Louis J. Farrah and Joseph Shaboo, both of Methuen; and John S. Saba, Lawrence,

Post Road Products Corp., Scodack Landing, N. Y., soaps. 100 shares, \$100 each; 600 common, no par; T. F. Baker, W. W. Farley, J. Cohen. (Attorneys, Tobin, Wiswall, Walton & Wood, Albany.)

A. Bourjois & Co., Manhattan Borough, New York City, toilet preparations, \$1,200,000; H. H. A. Meyn, H. A. Mc-Carthy, E. Schill. (Attorneys, Briesen & Schrenk, 50 Church street.)

Swan's Hair and Toilet Preparations, Manhattan Borough, New York City, \$20,000; J. E. Swan, J. B. McQuade, J. W. O'Donnell. (Attorneys, Rorke & Kane, 51 Chambers street.)

Menton Perfumery Corp., Manhattan Borough, New York City, 1,000 common, no par; A. Choiset, J. J. Griffin, W. J. O'Shea Jr. (Attorneys, Worcester, Williams, & Saxe, 30 Broad street.)

Fatima Perfume Manufacturing Co., Manhattan Borough, New York City, \$1,000; I. Kavich, F. Kiraly, L. Kavich, 333 East 85th street, New York.

Master Barber and Beauty Parlor Supply Co., Rochester, N. Y., \$20,000; J. and F. Winer. (Attorney, S. I. Schanzer, Buffalo.)

Weise Barber and Beauty Parlor Supply Mfg. Co., Buffalo, N. Y., \$50,000; same as preceding.

Betty Zane Soap Co., Dover, Del., \$1,850,000. (Corporation Trust Co. of Delaware.)

Pacque, Manhattan Borough, New York City, make perfumes, \$10,000; E. Speidle, E. H. Debes, A. Johannes. (Attorney, I. L. Broadwin, 27 Cedar street.)

Eslande Cardozo, Manhattan Borough, New York City, make toilet preparations, 100 common, no par; E. C. Goode, E. G. Robeson, I. Dorr. (Attorney, F. E. Rivers, 36 West 44th street.)

YUCATAN AS A TOILET GOODS MARKET

A relatively small percentage of the inhabitants of Yucatan use perfumes and cosmetics and the importation of these articles will not exceed 250 cases a year. However, a relatively large portion consists of high grade perfumes, reports Vice Consul Herman C. Vogenitz, at Progresso, Yucatan.

The greater part of the perfumes imported into Yucatan are of French manufacture. They are presented in very attractive glass containers which retail in the standard small sizes from seven to fifteen pesos (peso \$0.4985 at par). Recently an increasing amount of German perfume is displayed in the different stores some of which is claimed to be of very good quality and sold at prices considerably lower than the French article. Spanish perfumes hold a small place in this market, but are reported to be growing in popularity. Very little American perfume or cosmetics is sold in Yucatan, and many, even the larger stores, handle none whatever.

There is no prejudice against American products and the merchants readily admit American made perfumes and cosmetics are of good quality, but that the French products are in most cases as cheap or cheaper in price and are better known to their customers.

There is considerable local production but these native products have not yet attained the quality of similar European and American articles and are mostly of the cheaper varieties. The growth of the local industry may be attributed to the fact that a high duty is assessed on toilet preparation of foreign manufacture. The duty is levied on legal weight, that is, the total weight of the product and the immediate container. This factor particularly affects such products as toilet waters and perfumes which are packed in heavy glass containers often weighing more than the con-

An Exciting Discovery

The city kid was roaming about in the country when he came upon a dozen or so empty condensed milk cans. Greatly excited, he yelled to his companions:
"Hey, fellers, come here quick! I've found a cow's nest!"—Western Druggist.

National Formulary V Official July 1

The American Pharmaceutical Association announces that the National Formulary V cannot become official before July 1, 1926.

IN MEMORIAM FOR DEPARTED FRIENDS

BEACH, JAMES, head of the old National Soap Manufacturers' Association, Dubuque, Iowa, February, 1918.

Bell, Joseph H., president of the C. F. Booth Perfume Co., Norwich, N. Y., February, 1924.

FAIRCHILD, HENRY C., founder of Fairchild & Shelton, soap manufacturers, Bridgeport, Conn., February, 1917.

Fels, Joseph, soap manufacturer and single tax advocate, Philadelphia, Pa., February, 1914.

FOLEY, JOHN B., toilet goods manufacturer, Chicago, Ill., February, 1925.

HARRIS, FRANK E., founder of the Harris Extract Co., Binghamton, N. Y., February, 1912.

HESS, CHARLES D., Hess Co., perfumer, Rochester, N. Y., February, 1908.

HOOD, CHARLES I., Lowell, Mass., February, 1922.

KAHLE, JOHN WESLEY, president Crescent Mfg. Co., Seattle, Wash., February, 1918.

KIRKMAN, ALEXANDER S., Kirkman & Son, soap manufacturers, Brooklyn, N. Y., February, 1912.

MARSHALL, HERMAN AUGUST, soap manufacturer, Clinton, Mass., February, 1910.

Morgan, George Frederick, since 1882 president of Enoch Morgan's Sons, New York, February, 1925.

Pyle, James, founder of the Pyle Pearline Co., Shady-side-on-Hudson, N. Y., February, 1912.

RIVERS, SAMUEL, perfumer, Newburgh, N. Y., Februuary, 1925.

SEVENE, HENRI, managing director Societe Chimiques des Usines du Rhone, Paris, February, 1917.

STEARNS, FREDERICK, of Frederick Stearns & Co., manufacturing chemists, Detroit, Mich., February, 1907.

WALTKE, WILLIAM, soap manufacturer, St. Louis, Mo., February, 1916.

ZIMMER, Mrs. M. B., wife of Chicago representative of Fritzsche Brothers, of New York, February, 1925.

John D. Larkin

John Durrant Larkin, 81 years old, soap manufacturer and founder of a national "factory-to-family" sales organization that handles many articles of household use, died of the grip at his home in Buffalo, N. Y., February 15, after an illness of a month.

Mr. Larkin went to work at the age of 12 to help support his mother and the family. He was born in Buffalo of parents who had emigrated from England in 1832. His first job was that of Western Union messenger, then he became a clerk in a wholesale millinery store. At 16 he was hired by Justice Weller, a soap manufacturer, as a clerk, and it was under this employer that he learned the rudiments of the business in which he first gained success.

When Weller moved to Chicago, young Larkin went along as junior partner and married there Frances Hubbard, a sister of the late Elbert Hubbard, author and philosopher. A year later he sold his interest in the firm, returned to Buffalo, and in 1875 launched his own enterprise. The Larkin business grew so rapidly that in 1914 the floor space of its offices covered sixty-four acres.

Mr. Larkin was a benefactor of the University of Buffalo to the extent of \$250,000, of which \$100,000 was presented at the commencement last June.

Obituary Notes

John J. Burchenal, vice-president of the Procter & Gamble Co., Cincinnati, died on January 23 at his home in Glendale. Heart disease was the cause. His wife was critically ill with bronchitis at the time. Two sons and three daughters also survive him.

Mr. Burchenal was born in Richmond, Ind., 64 years ago and had lived 40 years in Cincinnati. For a long time he was manager of the Procter & Gamble plant. He was twice a delegate to Republican national conventions.

Edward Everett Arnold, president of Arnold Hoffman & Co., Providence, R. I., died December 15 at his home in that city, two days before his seventy-second birthday. Mr. Arnold was formerly president of the Mathieson Alkali Works, which he founded in 1892.

EXPEDITING DELIVERY TO CANADA

It might be supposed that our exporters doing business across the border with Canada would be thoroughly familiar with the transportation facilities available. The railways of the two countries have the same gauge, interchangeable equipment, and through services. Yet Lynn W. Meekins, American trade commissioner at Ottawa, sends in this apt report:

"The most profitable resolution which American exporters to Canada can make is to improve the routing of shipments and to expedite delivery. Frequent complaints are made by Canadian merchants of irritating delays in the receipt of goods from the United States. Speedy delivery is often the deciding factor in the placing of Canadian orders with American manufacturers. If our customers in the Dominion are not given satisfactory service in this particular, serious loss of business is apt to result. An investigation shows that the failure of exporters to route their shipments properly and the loss of time occasioned by the transfer of freight from one railroad to another, instead of the use of through cars, are the principal causes of slow delivery of American goods to Canada. Numerous cases have been reported in which shipments from New York City to Ottawa have been from three to four weeks in transit—a situation which seems capable of speedy correction.

"In addition to the loss of time, freight charges are in many cases higher on account of the use of circuitous routes. It is suggested that the difficulty can best be overcome by careful attention to shipping details. It is not an exaggeration to say that many hundred thousand dollars' worth of business depends upon this one point."

Exporters to Canada might also resolve to pay more attention to the documentation of shipments, a frequent cause of delay. The freight agents of our railways are an important source of information on the traffic requirements of trade with Canada. In cases of doubt the various divisions of the Bureau of Foreign and Domestic Commerce should be consulted. It is better to foresee and prevent trouble than to fight it after it has arrived.

Congressional Record Please Copy

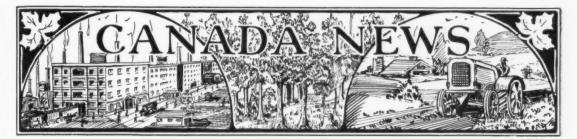
A skull half an inch thick, and unearthed in Arizona, has been sent to Washington without the formality of an election.—Detroit News.

News Permeates Every Page

The text pages of The American Perfumer and Essential Oil Review do not contain all of the news. You must read the advertising pages also to get the full benefit,

Profit in Mistakes

Unless you learn by mistakes you have lost the only possible profit accruing from them.—Shears.



MONTREAL

MONTREAL, Que., February 12.—General satisfaction is expressed by the trade in Montreal as to the trend of business. Volume of sales is quite satisfactory, and no one has any complaint to offer.

Wholesalers are beginning to look forward and prepare for the change in seasons. The winter season will soon be drawing to a close, and the trade is already getting ready for the more scattered market that opens up with the opening of the holiday resorts and the summer season.

The perfumery and toilet goods trades are strongly interested at this writing, in a move that has been made in Quebec to put through the Legislature the incorporation of an Association of Professional Chemists, with powers somewhat along the line of other professional associations, such as the Pharmaceutical Association, the medical societies, and so forth.

If the incorporation and the bill that goes with it are passed, only those chemists who are qualified by university training and armed with diplomas will be allowed to practise chemistry as a profession. The bill allows that men who have been working as chemists in industrial plants for five years or more prior to the passage of the bill shall be exempt from the necessity of fulfilling these requirements.

Strong opposition is made through the Canadian Manufacturers' Association and other bodies to this bill. It is pointed out that the manufacturers of essences, toilet articles, perfumes, etc., as well as tanners, textile firms, dyers and other industries employ men performing certain chemical tests, who could not qualify as graduate chemists, and yet are perfectly skilled in their own particular branch.

If provisions could be included in the bill, to cover such cases as these, it is possible the manufacturers might be ready to endorse the bill, but at present it is the subject of some controversy.

Gawn Dunn, who until recently was engaged for many years in the wholesale drug business in Montreal, died in January, at the age of 71. He is survived by his wife and two sons, Harold of Winnipeg and Dalzell of Montreal.

The National Association of Hairdressers of Canada plan to hold a hairdressing and beauty culture show on April 20-21-22 in the Windsor Hotel. This is the first show of its kind to be held in Montreal.

Canadian Industrial Alcohol is reported to have earned enough in the first four and a half months of the current fiscal year to cover the full year's dividend on common stock.

The London Beauty Parlor has opened for business at 593 St. Catherine street west.

TORONTO

TORONTO, February 12.—Contrary to expectations the soap and perfumery trade of Ontario showed no diminution in sales during January. The big business done during December was thought to be in some measure due to the Christmas season—and no doubt this was so to an appreciable extent—but the first month of 1926 was up to the standard and much in advance of the total trade for January, 1925. If this keeps up for even the first six months, 1926 will be a bumper year in the history of the perfumery trade, said one of the local perfumery representatives a day or two ago.

General industrial and business conditions throughout Canada are improving. There are some sections that have not as yet showed much stir, and there are some trades that have not yet felt the impulse of greater demand, but in general the industrial situation is much in advance of the record of twelve months ago. The fact that Canada with one-twelfth the population of the United States was able in 1925 to export one-quarter as much goods as her big neighbor shows that the Dominion is forging her way well to the front

The two good crop seasons, too, have put our farmers in a better position than for five years past, with the result that debts have been liquidated in fine shape. One of the world's largest agricultural implement manufactories recently issued its annual statement which showed that sales had been so good during last year that a dividend of twelve per cent could be declared. The only sad feature has been the number of retail failures. These are decreasing in number, and with more money in circulation and less unemployment conditions are expected to be more stable.

M. R. Dormitzer, manager of the foreign department of the Melba Manufacturing Co., Chicago, was a recent visitor to the Toronto plant of his company. Mr. Dormitzer expressed himself as pleased with the way the Canadian business is growing. It was, he said, in keeping with the general policy of his house that local manufacturing plants well distributed should look after local needs rather than import these products. The company besides manufacturing its complete lines here is also taking in larger quantities of native raw materials and packages. Mr. Dormitzer intends visiting Toronto about six times in the year. He is interested in the question of developing his company's trade in other sections of the British Empire.

G. A. Pfeiffer, president of Richard Hudnut, was a visitor to the Toronto branch of his company during the last month.

During the recent Christmas season, when all the salesmen of the United Drug Co. were in Toronto, Mr. and

Mrs. J. R. Kennedy entertained them at their home in the Kingston Road, this city. All the department heads and the various managers were there to help give the boys a good time. In all about 45 made up the party. The results of the billiard tournament showed Bob Hunter as being champion, with J. W. McCoubrey runner-up. In the shooting contest E. H. Waldruff was high man, with B. R. Gale in second place. This party is an annual event and is one of the ways Mr. Kennedy has of showing his appreciation for the exceptionally fine co-operation given his department by the salesmen. Mr. Kennedy is in charge of the toilet goods department of the United Drug Co.

M. E. F. Kelley & Co., Toronto, have been appointed Canadian distributors for Delica Laboratories, Chicago, makers of Kissproof products.

The Seeley Mfg. Co., Windsor, Ont., announces that Peter Ross, who some time ago represented that company on the road, will again cover the territory between Port Arthur, Ont., and the Pacific Coast. E. J. Laflamme, who has recently been on this ground, will take over Quebec Province and the East.

Price maintenance is receiving a great deal of attention these days throughout the country, not only in the drug trade through the disciples of Sir Wm. S. Glyn-Jones, but in other lines of business as well. In Toronto during the last month there was held a meeting of the Retail Merchants' Association, the first of a series of gatherings in Eastern Canada, as part of a national campaign being carried on by J. T. Crowder, a retail druggist of Vancouver, B. C., who is president of the R. M. A. M.. Mr. Crowder's talks are in the interest of fair trading methods and a system of price maintenance. He is understood to be backed by a number of influential business organizations in Western Canada. Since his election last summer, Mr. Crowder has been giving lectures continuously on price maintenance throughout the West, and intends covering the whole of Canada before his year's term of office expires. He is now lecturing throughout Ontario. Mr. Crowder is the proprietor of the Cunningham chain of drug stores in Vancouver.

Several alleged dangers in connection with the R. M. A., and the P. A. T. A. plans of price maintenance are pointed out by E. M. Trowern, Ottawa, Ont., Dominion executive secretary of the Retail Trade Bureau of Canada, Mr. Trowern, who was formerly secretary of the R. M. A., states that in the past a number of associations have been fined under the Criminal Code for taking group action to collectively agree upon prices and enforcing them by requiring manufacturers to cut off all supplies from any who cut prices. Mr. Trowern points out that Canada's laws distinctly prohibit the carrying out of a combine such as is proposed, and penalties as high as \$10,000 to an individual and \$25,000 to a corporation are provided for its violation. He believes the plan will fail.

The Overhearing Person

We all hear too much. With our willing minds we actually harken for trouble. With our curious natures we are often led to overhearing.

Overhearing is a big obstacle in front of any man. The

overhearing person is always in trouble.

One of the cleverest men I know impresses one with the idea that he can hear only the agreeable things.—Silent Partner.

CANADIAN PATENTS AND TRADE-MARKS

The increasing international trade relations between the United States and Canada emphasize the importance of proper patents and trade-mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade-marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE-MARK DEPARTMENT Perfumer Publishing Co., 14 Cliff Street, New York City.

PATENTS GRANTED IN CANADA

256,931 and 256,932, Collapsible Tubes, William C. Hun-

toon, Jr., East Greenwich, R. I. 257,562, Rotary Hair Brush, Ralph Roy Kemmis, of El

Paso, Tex. 257,565, Shaving Brush, Carl Richard Larson, of Getinge,

257,571, Container, Frederick William Manson, of To-

ronto, Ont. 257,614, Tooth Cleansing and Gum Massaging Device, 257,614, Tooth Cleansing and Carlotte Wolf, of New York, N. Y.

257,300, Process to Reduce to Powder, Ivan Emile Lanhoffer and Oscar Edmond Lanhoffer, co-inventors, both Paris, France.

257,344, Bottle Holder, Madric Landreville, Ottawa, Ont.

TRADE-MARKS REGISTERED IN CANADA

"Wavinoil," Certain Oil for use in the permanent waving of hair, James Gudgin, Montreal, Que. Fanciful full figure of a lady, Toilet Preparations, Ar-

mand Co., Des Moines, Ia.

mand Co., Des Moines, Ia.

"Ciro" within a circle, with a black background, Guy T.
Gibson, Inc., New York, N. Y.

"Towelettes," Cold Cream Impregnated Tissue, Freshie
Co., Inc., Borough of Manhattan, New York, N. Y.

"Wedgewood," Toilet Preparations, Soaps and Perfumes,
Vinolia Co., Limited, London, England.

"Exionet Salve," Salve for the treatment of skin diseases,
Arsene Dion, Fort Frances, Ont.

"Jintan," Tooth Brushes, Hiroshi Morishita, 38 1-Chome,
Kito, Kuntaro, Machi, Hiroshi, Ku, Osaka, Shi, Japan.

Kita Kyutaro-Machi, Higashi-Ku, Osaka-Shi, Japan.

Protest Wins on Imported Cardboard Boxes

No. 50838.—Boxes Lined with Surface-coated Paper.-Protest 999459 of Alfred H. Smith Co. (New York). board boxes covered with decorated paper and lined with surface-coated paper classified at 35 per cent ad valorem surface-coated paper classified at 35 per cent ad valorem under paragraph 1313, tariff act of 1922, are claimed to be dutiable at 5 cents per pound and 20 per cent ad valorem under paragraph 1305.

Opinion by Fischer, G. A. It having been held that cardboard in a manufactured article must be regarded for tariff purposes as paper in United States ? Overton (6 Ct. Cust. Appls. 248; T. D. 35474), it was held that paragraph 1305 so minutely describes the boxes in question that it can not be ignored without destroying the whole intent of the provision. Abstract 49133 noted. The protest was therefore sustained.

Parcel Post to Chili

As a result of the recent ratification by Chili of the Pan-American Postal Union Parcel Post Convention the provisions of that convention now become effective in connection with parcel mailing moving between the United States and

While the convention does not provide any change in the postage rate applicable to parcel post packages for Chili, which remains at fourteen cents per pound or fraction thereof, the weight limit for packages is increased to twenty-two pounds.

Lord

224.780

STABLE

223,959

TRADE MARKS

Galden

ERCES!

211.543

DARUPAN.

218, 889

Luedtke's Hand Chap LOTION

WHITE COCO 208.359 LA FLEUR NOBLE



Wonder Glow MOI-MÊME DE CYBER

AUSONIA









OJANE MIMZY



M 208, 395









LAY-BACK





















WGY

OUR PATENT AND TRADE-MARK BUREAU

This department is conducted under the general supervision of a very competent patent and trade-mark attorney. This report of patents, trade-marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soap, Flavoring Extracts and Toilet Preparations.

Of the trade-marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under the Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." All inquiries relating to patents, trade-marks, designs, registrations, copyrights, etc., should be addressed to Patent and Trade-Mark Department

Perfumer Publishing Co., 14 Cliff Street, New York City.

TRADE-MARK REGISTRATIONS APPLIED FOR (Act of Feb. 20, 1905)

Chicago, Ill. 191,822.—Durand-McNeil-Horner Co., (Filed Feb. 5, 1924. Used since 1910.) - Flavoring Extracts for Food Purposes.

207,653.—Certified Products Company, Chicago, Ill. (Filed Jan. 5, 1925. Used since Oct. 1, 1924.)—Hairdress-

210,493.—R. H. Macy & Co., Inc., New York, N. Y. (Filed Mar. 3, 1925. Used since May, 1892.)—Perfume Extracts, Toilet Water, Triple Waters, Cologne, Bay Rum, Perfumed Salts, Sachet Powders, Ammonia, Denatured and Medicated Alcohols, Sea Salt and Similar Articles Prepared for Bathing Purposes, Complexion and Tooth Powders, and Face Lotions.

Pace Lotions.
210,556.—Houbigant, Inc., New York, N. Y. (Filed Mar. 5, 1925. Used since Feb. 25, 1925.)—Perfume.
211,543.—Paul Rieger & Co., San Francisco, Calif. (Filed Mar. 24, 1925. Used since May 21, 1923.)—Perfume, Toilet Water, Face Powder, Talcum, and Rouge.
214,621.—George Schicht A. G., Aussig-on-the-Elbe, Czechoslovakia. (Filed May 20, 1925. Used since 1923.)—Toilet Preparations.

Toilet Preparations.

214,671.-The Liverpool Borax Co., Ltd., Liverpool, England. (Filed May 21, 1925. Used since Nov 27, 1919.)—Detergent Powder for Cleansing Receptacles.

218,889.—Dr. M. Albersheim, Frankfort-on-the-Main, Germany. (Filed Aug. 15, 1925. Used since 1903.)—Manicure Preparations—Namely, Liquid Nail Polish, Cuticle Remover, Nail Polish in Powder Form, Nail Pomade, Nail Polish in Cake Form, Nail Polish in Paste Form, Powder for Cleaning Nails, and Nail Polish.

219,589.—Jageman-Bode Company, Springfield, (Filed Aug. 31, 1925. Used since Aug. 1, 1906.)-Food-Flavoring Extracts.

219.669.—Hugo Duschner G. M. B. H., Berlin, Germany. (Filed Sept. 2, 1925. Used since July, 1921.)—Bath Essence, Bath Tablets, and Bath Powder.

220,142.—The Remova Laboratories, Inc., Syracuse, N. Y. (Filed Sept. 11, 1925. Used since Feb. 25, 1925.)—Cold Cream, Vanishing Cream, Face Powder, Talcum, Hair Shampoo, Hand Lotion, Rouge, Toilet Water, Perfume, Bath Salts, and Lip Stick.

220,703.—Colgate & Company, Jersey City, N. J. (Filed Sept. 24, 1925. Used since May 30, 1924.)—Package Containing Cold Cream, Compact, Face Powder, Dental Cream, Smelling Salts, Soap Flakes, Talcum Powder, Toilet Soap, Toilet Water, and Vanishing Cream.

221,257.—Charles Hewitt & Sons Company, Des Moines, Iowa. (Filed Oct. 5, 1925. Used since July, 1905.)—Food -Flavoring Extracts-Namely, Vanilla.

221,569.—Mary Sarnes, Detroit, Mich. (Filed Oct. 10, 1925. (Used since Feb. 1, 1923.)—Face Creams, Hand Lotions, Face Powder, and Toilet Water.

221,727.—Chas. Schaefer & Son, doing business as Vitality

May 17, 1925.)—Bath Salts.

221,971.—Cecile A. Lamothe, doing business as Parfumerie "Tina." Chicago, Ill. (Filed Oct. 19, 1925.) Used since July 20, 1925.)—Perfumes, Brillantine, Face Massage Creams, Face Fards, Face Rouge, Face Lotion, Face Cream, Talcum Powder and Toilet Waters.

222,378.—Amanda Hastad, New York, N. Y. (Filed Oct. 27, 1925. Used since Jan. 2, 1924.)—Hand and Face Lotions. 222,783.—Curley-Cue Laboratories, Fort Worth, Tex. (Filed Nov. 4, 1925. Used since July 15, 1925.)—Hair

222,990.—John T. Milliken & Company, St. Louis, Mo. (Filed Nov. 7, 1925. Used since Feb. 1, 1893.)—Foot Powder, Tooth Paste, Tooth Powder, Talcum Powder, Coconut Shampoo, Nail Enamel, Vanishing Cream, Cold Cream, and Rouge.

223,039.—Jonathan Levi Co., Inc., Schenectady, N. Y. (Filed Nov. 9, 1925. Used since Oct. 1, 1925.)—Soap and Soap Powder.

223,101.—George W. Noonan, doing business as Noonan

Laboratory, San Bernardino, Calif. (Filed Nov. 10, 1925. Used since Oct. 1, 1925.)—Dandruff Remedy. 223,170.—Hartung Brothers, New York, N. Y. (Filed Nov. 12, 1925. Used since February, 1921.)—Food-

Nov. 12, 1925. Used since February, 1921.)—Food-Flavoring Extracts. 223,269.—Woodward & Lothrop, Washington, D. C. (Filed Nov. 13, 1925. Used since Nov. 9, 1925.)—Message Cream, Cold Cream, Perfumery Extracts, Sachet Powder, Face Powder, Toilet Water, Nail Powder, Nail Enamel, Toilet

Rouge, Eyebrow Pencil, Hand Lotions, Cleansing Cream, Bath Crystals, Brilliantine, Talcum Powder, Compacts, Depilatory, Deoderant, and Lip Stick. 223,667.—Salvatore Lucy Suriani, New York, N. Y. (Filed Nov. 21, 1925. Used since Feb. 16, 1924.)—Hair-Remover Preparation for Removing Hair from the Human Bady.

223,668, 223,669.—R. Toboul, doing business as Maison Cyber, Paris, France. (Filed Nov. 21, 1925. Used since Sept. 29, 1925.)—Perfumes, Toilet Water, Face Powder, Talcum Powder, Sachet Powder, Face Cream, and Rouges. 223,729.- James V. Lago, doing business as Vilar Bros., New York, N. Y. (Filed Nov. 23, 1925. Used since May, 1925.)-Skin Tonic.

223,770.—Thomas Davis, Far Rockaway, N. Y. (Filed Nov. 24, 1925. Used since June, 1923.)—Hair and Skin Pomade in Salvelike Form, Sold in Containers, for Growing and Straightening Hair and for the Massaging and Develop-Cream for the Face and Body.

223,813.—Harry Temkin, doing business as Straight Root Co., New York, N. Y. (Filed Nov. 24, 1925. Used since

1918.) — Hairdressings. 223,842.—The F. W. Fitch Company, Des Moines, Ia. (Filed Nov. 25, 1925. Under ten-year proviso. Used since 1893.) - Hair Tonic.

1895.)—Hair Tonic.
223,955.—Abonita Company, Inc., Chicago, Ill. (Filed Nov. 28, 1925. Used since Nov. 6, 1925.)—Toilet Powders.
223,956.—H. V. Britton, New York, N. Y. (Filed Nov. 28, 1925. Used since Aug. 2, 1925.)—Hair Shampoo.
223,959.—Garry & Company, Inc., New York, N. Y. (Filed Nov. 28, 1925. Used since Nov. 11, 1925.)—Hair-drecking.

dressing

James Beach & Sons, Dubuque, Ia. (Filed Nov. 30, 1925. Used since Oct. 12, 1925.)—Bath Salts. 224,014.—The Gloray Company, New York, N. Y. (J Nov. 30, 1925. Used since May, 1922.)—Nail Polish.

224,027.—The Kolynos Co., New Haven, Conn. (Filed ov. 30, 1925. Used since Nov. 24, 1925.)—Bath Salts, Nov. 30, 1925. Used since Nov. 24, 1925.)—Bath Salts, Face Powder, Talcum Powder, Shampoo Solution, Perfume, Toilet Water, Cold Cream, Vanishing Cream, Compact Powder, Rouge Compact, and Lip Sticks.

Powder, Rouge Compact, and Lip Sticks.
224,099.—Marie De France Laboratories, Inc., New York,
N. Y. (Filed Dec. 2, 1925. Used since Nov. 1, 1925.)
—Perfumery Extracts, Alcoholic Perfumery, Toilet Water,
Talcum Powder, and Face Powder.
224,183.—Edward J. Fay, New York, N. Y. (Filed Dec.
3, 1925. Used since Nov. 4, 1925.)—Perfumes.

224,261.—Parfumerie Roger et Gallet, Paris, France. (Filed Dec. 4, 1925. Used since July, 1905.)—Soaps— Namely, Soaps in Cake Form, Soap Pastes, and Soap

Powders. 224,265.—Rowola Parfumerie, Inc., Chicago, Ill. (Filed Dec. 4, 1925. Used since January, 1923.)—Toilet Water, Perfume, Sachet, Face Creams, and Toilet Powder. 224,338.—Alfred J. Krank, doing business as A. J. Krank Manufacturing Co., St. Paul, Minn. (Filed Dec. 7, 1925. Used since Nov. 1, 1925.)—Face Lotions. 224,473.—Clarence D. Reynolds, Whittier, Calif. (Filed Dec. 9, 1925. Used since Nov. 27, 1925.)—Liquid Rouge for Face and Lips.

Dec. 9, 1925. Used since Asserting for Face and Lips. 224,595.—Otto J. Cohen, New York, N. Y. (Filed Dec. 12, 1925. Used since July 5, 1925.)—Face Powders, Face Packs, Face Creams, Toilet Waters, Rouges, Perfumes, Hair Coils, Dentifrices, Tooth Powders, Nail Tonics, Hair Oils, Dentifrices, Tooth Powders, Nail Polishes, Lip Sticks, Eyebrow Pencils, Deodorizing Prepara-Bath Salts. Smelling Salts, Incense, tions. Powder, and Sachets

Powder, and Sachets.
224,647.—Edward W. Bailey, Pittsburgh, Pa. (Filed Dec. 14, 1925.) Used since Sept. 21, 1925.)—Hairdressing.
224,729.—John Schanzenbach, doing business as State Importing & Sales Co., New York, N. Y. (Filed Dec. 15, 1925. Used since Sept. 19, 1925.)—Manicure Preparations, Cuticle Remover, Cuticle Salve, Nail-Polish Powder, Nail-Polish Liquid, Nail-Polish Paste, Nail-Bleach Powder, Nail-Biels Parwayer and Nail-White Paste

Nail-Polish Remover and Nail-White Paste. 224,775.—Lesquendieu, Inc., New York, N. Y. (Filed Dec. 16, 1925. Used since Nov. 6, 1925.)—Lip Sticks. 224,780.—The Read Drug & Chemical Co., Baltimore, Md. (Filed Dec. 16, 1925. Used since June 16, 1915.)— Toilet Preparations.

224,848.—Underhay Oil Co., Boston, Mass. (Filed Dec.

17, 1925. Used since May 19, 1925.) - White Oil Primarily

Used in the Preparation of Cold Cream. 225,087.—William Frubleusky, Worcester, Mass. (Filed Dec. 23, 1925. Used since Sept. 2, 1925.)—Hair Tonic.

TRADE-MARK REGISTRATIONS GRANTED (Act of Feb. 20, 1905)

(These Registrations Are Not Subject to Opposition.) M208,359.—The Pioneer Products Co., Dayton, O. (Filed Nov. 17, 1924. Serial No. 205,440. Used since May 20, 1924.)—Soap and Soap Chips.

M208,391.—Dorr H. Hadsell, Brockton, Mass. (Filed June 12, 1924. Serial No. 198,457. Used since Mar. 1, 1923.)—Novelty Pressed-Soap Dolls.

M208,395.—Pennsylvania Soap Co., Lancaster, Pa. (Filed Nov. 16, 1925. Serial No. 223,404. Used since Mar. 2, 1920.)—Soaps.

1920.) - Soaps.

M208,619.—Usines De L'Allondon S. A., La Plaine, Geneva, Switzerland. (Filed Aug. 4, 1925. Serial No. 218,385. Used for one year.)—Perfumes Used in the Manufacture of Powders, Creams, Lotions, and Toilet

M208,651.—Edward C. Luedtke, La Porte, Ind. (Filed Nov. 28, 1924. Serial No. 205,930. Used since Jan. 1, 1924.) -Chapped-Hand Lotion.

DESIGNS PATENTED

69,315. Perfume Bottle. Guy T. Gibson, New Rochelle, N. Y. Filed Dec. 7, 1925. Serial No. 15,664. Term of patent 14 years.
69,316. Perfume Bottle. Guy T. Gibson, New Rochelle, N. Y. Filed Dec. 15, 1925. Serial No. 15,756. Term of

1. Y. Filed Dec. 15, 1925. Serial No. 15,757. Term of V. Filed Dec. 15, 1925. Serial No. 15,757. Term of Lionel Marcus, N. Y.

patent 14 years. 69,403. Perfume Container. Charles Lionel Marcus, New York, N. Y. Filed June 20, 1924. Serial No. 9,930.

New York, N. I. Flied Julie 20, 1721. Term of patent 14 years. 69,409. Lip-Stick Holder. Robert E. Power, Los Angeles, Calif. Filed June 27, 1925. Serial No. 13,923. Term of patent 14 years.

PATENTS GRANTED

1,569,865. Collapsible-Tube-Closing Apparatus. Herman B. Lermer, Newark, N. J., assignor to Hygienic Tube Co., Newark, N. J., a Corporation of New Jersey. Filed Feb. 12, 1925. Serial No. 8,616. 5 Claims. (Cl. 113—54.)

1. A portable seaming apparatus for closing collapsible tube ends comprising a stand, a spring supported plunger slidable therein, a die block on said stand, said block having charged the collapsible tube and the collapsible tu

a narrow longitudinal groove, a bar carried by said plunger to indent the tube end by pressing it into the groove, and a manually operable lever to actuate said plunger.

1,570,382. Vanity Box. Anker S. Lyhne, Bridgeport, Conn. Filed July 19, 1922. Serial No. 576,099. 12 Claims. (Cl. 132-83.)

A vanity box comprising cover and body sections adapted for telescoping engagement, one of said sections adapted to carry a powder compact and puff, a cupped lining for the other section spaced from the inner wall of the same at its free edge to allow entrance of the free edge of the other section therebetween, said cupped lining adapted to carry a powder compact and puff, and a cover for closing said cupped lining.

1,570,688. Toilet Article. Hortense Lichtentag, York, N. Y.; Ruth Paskin, administratrix of said Lichten-tag, deceased, assignor to herself and Louis Paskin, a Copartnership doing business as Paris Laboratories, New York, N. Y. Filed Mar. 31, 1923. Serial No. 628,959. 5 Claims. (Cl. 132–83.)

1. In a toilet article of the two powder compact type, powder compact carrying means comprising a plurality powder compact supporting members interfitting at their peripheral edges, a powder compact carried by each of d

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said supporting members on the exposed faces thereof, means associated with said supporting members for detachably fastening the same together, a container for the powder compact supporting members, and means to pivotally mount the said supporting members within the container, whereby either compact may be operatively exposed.

1,570,766. Toilet Apparatus. John H. Murphy, Lowell, Mass. Filed Sept. 5, 1922. Serial No. 586,065. 4 Claims. (Cl. 132—83.)

1. A toilet receptacle comprising two members hinged together and each adapted to contain powder or similar toilet ingredients, and a mirror hinged to one of the members at a point offset from the hinged connection between the members to swing at an angle to the swing of the other of said members and to be thrown back substantially in the plans of the members when the receptacle is open and to be closed over the toilet ingredient in the member to which it is hinged.

1,570,900. Collapsible Tube. Robert H. Lieberthal, Bridgeport, Conn., assignor to The All-In-One Manufacturing Company, Incorporated, Bridgeport, Conn., a Corporation of Connecticut. Filed Oct. 10, 1922. Serial No. 593,612. 7 Claims. (Cl. 221—60.)

1. A discharge nozzle for a collapsible tube provided with a discharge opening, a closure for said opening, and means for securing the closure over said opening said means heing movable to nonsecuring position by a rotary

1. A discharge nozzle for a collapsible tube provided with a discharge opening, a closure for said opening, and means for securing the closure over said opening said means being movable to nonsecuring position by a rotary movement of said closure, and said closure being so arranged that it is movable from closing position by pressure from the contents of the tube when said securing means is released.

1,571,065. Clutch for Bottle-Screw-Capping Machines. Arthur I. Risser, Chicago, Ill., assignor to U. S. Bottlers Machinery Co., Chicago, Ill., a Corporation of Illinois, Filed Feb. 10, 1923. Serial No. 618,277. 5 Claims. (Cl. 226, 82)

1. In mechanism of the class described, a reciprocable shaft, a plurality of arms radiating therefrom, a gripping jaw slidable on each arm, means having wedging engagement with said jaws operating upon movement of said shaft in one direction to move said jaws radially on said arms towards one another and upon movement of said shaft in an opposite direction to move said jaws away from one another, and means normally urging said shaft in a direction with respect to said means to move said jaws away from one another.

1,571,625. Flaked Soap and Process of Making the Same. George F. Dawes, La Crosse, Wis. Filed Feb. 26, 1921. Serial No. 448,168. 7 Claims. (Cl. 87—16.)

1. A step in the process of making granular soap which consists in submitting soap containing a great amount of water to a dry heat at a temperature of approximately 250° F. to 400° F., and at atmospheric pressure to thereby raise the water in the soap to steam and cause its expulsion suddenly from the soap and thereby render the soap porous.

1,572,208. Collapsible Tube. William C. Huntoon, Jr., East Greenwich, R. I. Filed Apr. 17, 1925. Serial No. 23,850. 6 Claims. (Cl. 221—60.)

1. In combination with a collapsible tube having a neck with a flared skirt and a groove in the neck, a wire member having one end coiled about the neck and located in the groove and having its other end extended outwardly from the neck and formed with a series of coils seated on the skirt and having the extremity of said other end coiled to form an eye, a teat struck-up from the skirt and received in the eye to hold the wire member against rotation and against the skirt, a cap having a circular groove, and a second wire member having its central portion conformably received in the groove of the cap and having its ends crossed and then extended inwardly and freely received in the opposite ends of the series of coils of the first wire member.

1,572,562. Powder Holder. Emil Schuelke and Julius Ross, Meriden, Conn., assignors to The Napier Co., Meriden, Conn., a Corporation. Filed July 10, 1925. Serial No. 42,650. 1 Claim. (Cl. 132—82.)

A powder-holder, comprising a top-plate formed with openings and with a concentric slot and having a downwardly-extending flange provided with bayonet grooves, a shutter bearing against the under-face of the top-plate, formed with slots, the edges of which form downwardly-turned blades and a back-plate fitting within said flange and provided with a transverse bar, the ends of which engage with said bayonet grooves.

1,572,652. Loose-Powder Vanity Box. Burdon P. Hyde, Waterbury, Conn., assignor to Scovill Manufacturing Company, Waterbury, Conn., a Corporation of Connecticut. Filed Feb. 20, 1925. Serial No. 10,467. 7 Claims. (Cl. 132—83.)

1. In a loose powder vanity case, the combination of a body and cover, one of these parts forming a powder compartment, a member in the powder compartment pivotally associated therewith on a hinge, and a puff retaining member carried by the hinge and extending inwardly over a puff carried in the powder compartment.

1,572,766. Process for the Distillation of Natural Resins and Oleoresins. Joseph Marie Alphonse Chevalier, Paul Bourcet and Henri Regnault, Paris, France. Filed May 17, 1922. Serial No. 561,746. 2 Claims. (Cl. 203—4.)

1. A process for the distillation of a natural resin which comprises mixing therewith from 1 to 5 per cent of tribasic phosphoric acid and distilling the mixture, wherein the temperature of the mixture is raised progressively until the temperature of the vapors during distillation reaches approximately 310 deg. centigrade.

1,572,814. Detergent Composition. William Schneiderman, New York, N. Y. Filed May 25, 1923. Serial No. 641,512. 4 Claims. (Cl. 87—5.)

1. A detergent composition comprising about one volume

of a soap cream, about an equal volume of turpentine, and a somewhat greater volume of petrolatum, together with a small amount of carbon tetrachloride.

1,572,850. Vanity Case. Henry Slaiger, North Attleboro, Mass., assignor to D. F. Briggs Company, Attleboro, Mass. Filed Apr. 4, 1925. Serial No. 20,657. 4 Claims. (Cl. 132-83.)

1. In a vanity case, a body, a cover therefor, a ring therein, a powder cup seated on the rim and having a depressed part, a rouge tray engaged in the depressed part, a top member seated on the top edge of the rim of the cup and having an opening in register with the tray and a segmental opening, and a centrally pivoted rotatable cover pivoted to the cup bottom and to the top member and having a segmental opening for register with either the tray or the powder cup.

CAN THERE BE TOO MANY ADVERTISERS?

Whether it is possible for a small advertiser to get lost among the numerous announcements in a publication carrying a great volume of advertising is a question often raised by timid business men who fear lack of results unless able to splurge with large and costly advertisements. Some sidelights are thrown on the subject in Printers' Ink by Jesse Calvin, who says in part in an interesting article:

Walking in Fifth avenue one passes many of the most exclusive shops in the world. And the rents are equally exclusive.

"How can they pay the rents?" was the question. And the answer was: "By being constantly on the job. Quality and value must be always apparent. And there is another factor—which is the relationship of one shop to Each Fifth avenue shop helps every other Fifth avenue shop or else it falls short of the standard and drifts away. A Fifth avenue merchant said to me one day: 'A man is quite apt to make on Fifth avenue what he contributes to Fifth avenue. You can't be a parasite."

The fact that Fifth avenue is crowded with shops, one

next to the other, seems to add, rather than detract from its

value as a location for a shop.

Now, thinking thus about Fifth avenue as an expensive place to open a business, but still a location thoroughly to be desired, brings to mind the newspaper of today and its value as an advertising medium.

Recently a man who ought to be an advertiser remarked that the reason he could not see his way clear to tell people in his town about his shop was because the best newspaper was getting so full of advertising that there was no chance to get his advertisement read.

And one wonders if that argument is not about as unsound as the argument of one who contends that it is best to put an exclusive perfumery shop in 10th avenue rather on avenue because 10th avenue is not so crowded with good

If there is one single thing about which the advertiser must concern himself before he chooses his medium, it is to make sure that he is going to place his advertisement where he is getting potential readers. Of course, one might contend that circulation governs advertising rates and that one pays for what one buys, whether it is large or small circulation. However, the fact still remains that just as a shop gains in standing and prestige because it is near other good shops and in a shopping district where people go to buy certain grades of merchandise, equally so can the ad-vertiser hope to be successful in his advertising through putting it in a medium that is widely regarded as a good place to read advertising.

No Such Maids Are Made

"I knew an artist once who painted a cobweb on the ceiling so realistically that the maid spent hours trying to get it down. "Aw-

"Sure, why not? Artists have been known to do such things.

Yes, but not maids."-Fitch's Square Deal.

PHONES NOW SPAN 5,500 MILES OF SPACE

It is just fifty years since the telephone was born and, as that fact comes to their attention, business men in every branch of industry are permitting themselves a quiet chuckle as they hark back to the days when a local call was a real adventure and a long distance call-horrors, what an ordeal!

Many who read these words can readily recall the day when a long distance telephone call, even from a point but a few hundred miles away, was so fearsome an event that the actual talking was delegated to the employee with the most stentorian voice and iron nerves.

As recently as the World's Fair period, 1893, the idea of speaking to far places thrilled even the operators who had their part in such feats. "Simply marvelous!" chorused the girls in one Middle West office as they gathered around an operator who was putting through a call to Boston.

Today, of course, thousands of such calls are made daily -from one city to another, from Great Lakes to the Gulf, from coast to coast. A veritable network of speech covers the nation.

On March 7, 1876, Professor Bell was granted his original patent for the speaking telephone. In October of the same year the first outdoor trial of the telephone was made. Professor Bell talked over two miles of telegraph wire to Thomas Watson who was located in Cambridge.

sense, was the first long distance call.

The founders of the new industry quickly realized the possibilities of linking distant centers of commerce and industry

A line from Boston to Providence, a distance of 45 miles, was opened in 1882. Difficulties of telephone transmission were here encountered that had not existed on the short These were overcome by the fforts of young men who were allying themselves with the new industry

More distant cities were steadily being connected. More distant chiefs were steadily being coinfected. The Boston-New York line opened in 1884; New York and Chicago could converse by telephone in 1892; Denver was reached in 1911 and finally the circuits reached across the country to San Francisco in 1915.

At this time Alexander Graham Bell talked with Thomas

A. Watson, his associate of the the early days, over 3,400 miles of telephone line. In April, 1921, the Key West-Havana submarine telephone cable was placed in service, bringing all the principal places in the United States into communication with Havana and other cities in Cuba.

The passing of fifty years presents a story of remarkable progress. Today the Bell System's lines connect more than 16,000,000 instruments, with a total wire mileage of 44,500,000 miles. Over these wires there was an average of 46,000,000 telephone calls a day during 1925, of which the daily average of toll and long distance calls was approximately 2,400,000. Nearly 300,000 employes are enlisted under the blue and white banner which floats from every Bell company building.

Fifty years ago the longest telephone call that could be made was over a line two miles long from Boston to Cambridge. Today a telephone call can be made from Catalina Island, in the Pacific Ocean off the shore of California, to Havana, Cuba, a distance of 5,500 miles.

Parcel Post Dispatch Note

Postmaster Kiely, of New York, calls the attention of exporters to the fact that a dispatch note (form 2972, which can be obtained at the post office), properly filled out to indicate the office of mailing, name and address of the sender, number of customs declarations, weight, postage paid, name and address of addressee, and place of destination, must be attached to each parcel post package addressed for delivery in Argentaina, Colombia, Egypt (including Sudan), Spain (including the Balearic Islands, Canary Islands, and the Spanish possessions in North Africa, Ceuta, Melilla, and Tangier), and Switzerland. The order became effective February 1.

Through the use of the dispatch note, the additional customs declaration with certain spaces left blank, previously required on parcel post packages for Egypt may be discontinued, as the dispatch note is intended to take the place of

said partly completed customs declaration.



DOMINICAN REPUBLIC

NEW SURTAXES ON IMPORTED GOODS .- A new law (No. 278) effective November 25, 1925, and supplementary to law No. 190 of May 28, 1925, subjects 102 imported articles to a special tax, which varies according to the commodity involved. The specific taxes differ widely and the ad valorem taxes range from 5 per cent to 25 per cent. This tax in no way affects the existing tariff duties on imported goods, but will be collected in addition to them. Among the items affected are the following:

Law 190-5-30-25

Law 190—5-30-25

(b) Toilet Soap (shaving and scented soap)
(c) Perfume (extracts, essences, lotions, and waters, and aromatic salts in general)

Law 278—11-24-25

(3) Common soap or resin for washing
(4) Soap of cocao, olive oil, cotton seed oil, castile, and other ordinary soap, neither scented nor medicinal..... Per gr. Kilo \$0.0225

Note: The taxes imposed under Law 190 are fixed at one cent for every seven cents paid for the merchandise. This gives the approximate ratio of 14.2857 per cent ad valorem.

The taxes imposed under Law 278 are specific and assessed on the quantity indicated.

The tax rates given in this schedule, both specific and ad valorem, are in American money.

ENGLAND

OBITUARY-General regret is felt for the death of G. A. Aldridge, partner in the firm of the Natural & Synthetic Perfumery Essence Co., London, aged about 60 years. He was for many years with Messrs. Burgoyne, Burbridges & Co., being especially associated with the sale of De Laire's synthetic perfumes, specialties and aromatic chemicals. On going into partnership with Norman Worth in October, 1922, the agency for these products was transferred to the new company which also took over that of Tombarel Freres in essential oils, natural floral essences, pomades, resinoides and other products.

GERMANY

GERMAN SOAP MANUFACTURERS REPORT HEAVY LOSSES. -The Sunlicht Gesellschaft, Aktiengesellschaft, located at Rheinau-Mannheim, Baden, claimed to be the largest manufacturer of glycerine, household soap, soap powders, toilet soap, candles, et cetera, in Germany. This concern was originally a branch of the English house of Lever Brothers, Limited, Port Sunlight, England. In 1914 the entire stock of this concern was acquired by German interests, re-organized and the name changed to Sunlicht, the German for Sunlight.

This plant is reputed to have the most modern soap and glycerine manufacturing installation in Germany. Under normal conditions it employs about 635 persons, of whom 150 are engaged otherwise than in the manufacturing. During the last three months the factory force was reduced about twenty per cent.

(Continued on Page 728)

THE MARKETS

Essential Oils, Aromatic Chemicals, Etc.

The market during the month has been very active. Buyers have been operating freely. Consumers have been taking on large quantities both for immediate use and apparently for the future as well. In addition stocks have been adjusted and readjusted between regular dealers in New York and prices on this account have displayed a steadily advancing tendency. Speculative activity has been rife in some articles on the list. Part of it has been on the short side and part on the long. In few instances, however, has the pressure been sufficient from the speculatively inclined to lower prices. In several, it has resulted in rather sharp rises in values.

Perhaps the feature of the month both from the standpoint of turnover and from that of price activity has been oil of lemon. The advance which was started several months ago and was running a rather smooth and even course toward higher levels culminated late in January in an extremely short position on the New York market. Not only were New York stocks at a minimum but reports indicated that there was a very considerable short interest in the market seeking to cover. The result of this was to bring the market almost to the nominal position. Stocks actually held on the spot were withheld from sale excepting to regular consumers. The latter have been unusually heavy buyers for so early in the season.

In addition to these local influences, speculative activity in Italy, together with heavy sales of green fruit by the growers there and consequent reduction in the quantity of lemon oil produced, forced shipment prices into very high ground, and there has as yet been no recession in these values. A slight reaction on profit taking was in evidence toward the close, but is not expected to continue. spot market on both Italian and Californian lemon is at a high level, and unless there is a break abroad the season may well see record values paid for the oil in this market.

This position was communicated sympathetically to other items of the citrus oil group. In addition, there was genuine strength in oil of limes on account of cessation of production of the article by some of the Porto Rico growers. Higher prices on limes, both expressed and distilled, higher levels on bergamot and an extremely firm market on orange are the result of this position.

In the seed and spice group there have been very few changes. In general, the market for aromatic seeds has been firmer but not sufficiently so to alter prices materially. However, Chinese oils are cheaper with both cassia and anise showing signs of weakness here and abroad. Ginger is lower and so is the oleoresin. Caraway fails to advance. Clove is firm. Other articles in the group are reasonably steady without material change in values.

Floral oils, with the exception of geranium have been nite steady. Competition in lavender has been keen quite steady. enough to result in shading, but with no further actual

reductions. Rose is strongly talked, but not so strongly priced. Neroli is steady, but as usual all sorts of prices are quoted as to seller and quality of the offering. Geranium oils showed a tendency to firm up early in the month, but cheaper exchange and sharply lower offers from primary points together with reports of a heavy coming production turned the market week again and resulted in further sharp declines all around. At present levels, this oil looks very cheap. However, there are some who believe that the bot-

tom is not yet.

The miscellaneous group was featured by a further turn to weakness in citronella after a period of strength. Lack of buying at primary points drove sellers into the market at lower prices, and this was promptly reflected on spot where buying was again curtailed despite lower prices on both Java and Ceylon oil. Bois de rose declined slightly on account of consistent lack of interest. Wormseed weak-ened early in the month but later returned to a firm position owing to heavy orders placed by a prominent research institution. It seems likely to advance.

In the mint group, the trend has been downward despite the fact that some very substantial business has been placed. Peppermint is lower and so is spearmint. Both are suffering from severe inflation still. The cry of a Japanese attempt to seize the market was raised early in February probably as a smoke screen for questionable practices in Indiana and Michigan. However, the fallacy of such an idea was quickly exposed and the agitation had little effect upon the market. Various indefensible practices regarding the quality of peppermint have sprung up during the present It is to be hoped that proper trade sentiment will shortly lead to the elimination of suspicious practices and tampering with oil either through "fortifying" or "blending" before sale to the consumer.

Synthetics and Aromatic Chemicals

The market has been featureless. There has been a good steady demand for goods throughout the month, and both makers and importers report good business and reasonably satisfactory prices. Values, save on some of the better known articles which enter to some extent into speculative dealings have been very steady and practically unchanged. Heavier arrivals of thymol have resulted in a decline in it. Terpineol has been under severe competitive pressure and is quite sharply lower. Linalool is easier on the position of the raw material. Geraniol is also a shade easier although prices are unchanged. Eucalyptol is firmer on the usual heavy winter demand for the article.

Vanilla Beans

The trade is apparently marking time waiting for something definite to happen. Little is being done although consumers have been rather steady and consistent purchasers in small quantities. Prices have shown a tendency to sag still further on account of the lack of heavy demand here Holders of stocks have not made serious efforts to unload although there has been a tendency to compete quite sharply for desirable orders. Shipment prices on Bourbons show no signs of any recovery. The Mexican situation is none too good and the future of this class of beans is believed by some interests to be in doubt on account of unsettlement among growers and curers. However, this is not affecting this market, which seems to be amply supplied with Mexicans at very fair prices. On the whole, the trade, after the period through which it has suffered losses, is quite content to see beans priced at reasonable levels. now on, the trade is likely to be upon a better basis and one in which both importers and consumers can operate with greater confidence and get more sleep at night.

Sundries

The market in general has been quiet with few changes of any consequence. Menthol has declined a little further and each apparent "bottom" has been succeeded by still lower levels. However, the cost of goods to the refiner in Japan together with the partial collapse of the boom which enabled the refiner to make his money in dementholized peppermint oil, indicate prices are likely to show greater resistance and possibly to advance for shipment. Meanwhile stocks here are small and will doubtless quickly respond to anything in the way of higher shipment quotations. Gum benzoin and gum gamboge are easier. Whole orris root is lower but powdered is quite well held. Rhubarb root is cheaper for ordinary high dried material. Prices on powdered goods are also softer. Other articles show no

EVER TOO OLD? ONE MAN'S FEAT

Chester E. May of East Woodstock, Connecticut, 77 years old, will clear in cash \$3,500 this year on his apple crop, says an unidentified exchange.

Seven years ago, Mr. May was ready to give up. His farm was a heart-breaking liability, and the only thing that appeared to be ahead of May and his wife was to go to the county house and let the farm slide into the ever growing list of abandoned farms.

On the farm was an apple orchard. It had been neglected for years, and the trees were considered about worthless. In some manner, May got in touch with a professor from the Connecticut Agricultural College. He went to work and pruned his trees as directed—500 of them, and no small task for a man of 77. He cultivated the orchard and sprayed the trees as he had been urged to do; and fertilized the orchard around the trees with nitrate of soda. He followed scientific principles instead of just "letting the trees grow and remain uncared for.

The first year he raised 1,000 barrels of apples; the second year 1,152 barrels; this year he will have 1,700 barrels. All the time for four years Mr. May has been There are 14 acres of it. He says that from what he has learned and accomplished, if he were young enough to develop an orchard to cover his farm of 100 acres he could raise \$50,000 worth of apples each year.

What science has done for his orchard, May has extended to his meadows, and he has harvested a crop of grass this year that is the wonder of the community

Just a little lesson as to what has been accomplished by man of 77 years, through the application of scientific

Why, Chester E. May thinks that it is a crime that the Eastern states, where may be grown the finest and highest flavored apples in the world, have dropped behind the Northwest, "where the apples taste like sawdust."

ARE YOU A HORNET OR A HONEY BEE?

When we twist up our countenance until it looks like a corkscrew-when our radio mental waves of hatred reach others, we get back what we send; and we get it back with increased interest, says the Silent Partner.

Humans are either hornets or honey bees. We go about either stinging folks or gathering sweets. Honey bees are carefully housed. Hornets live in nests and are touched with a lighted torch.

If everybody you meet looks and acts like a grouch, you may decide that you are a social wash, and sooner or later you may expect that someone will touch your cone-shaped nest with a flaming brand.

If you belong to some organization, and a majority of its members lack friendship for you, this is pretty good proof that you are no honey bee.

More Often Weakness Than Design

Sometimes a little sense of humor, ridicule, or a slight stretch of the truth will make a point as sharp as a needle

or as bluntly brutal as a roundsman's club.

I always pity the man who plays "both ends against the middle," for it is more often a matter of moral weakness than design .- Silent Partner.

Or Try a Kitten

"I'm sorry, but this apartment won't do, either. Not a room in the place big enough to swing a cat in."
Fed-up Agent—"Ah, then, why not find another

Fed-up

PRICES IN THE NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

(See last page of Soap Section for Frices of Soap Materials)						
ESSENTIAL O	ILS		Neroli, Bigrade, Pure 80.00@100.00	Anisic Aldehyde, dom 3.50@		
		\$2.75	Petale, extra100.00@130.00	foreign 3.75@		
Almond Bitter, per lb			Nutmeg 2.00@	Benzaldehyde, U. S. P 1.30@		
S. P. A	3.25@	3.35	Orange, bitter 2.80@	F. F. C 1.55@		
Sweet True		70	sweet, W. Indies 2.80@	Benzilidenacetone 3.00@ 4.5	0	
Apricot Kernel	.65@	.70	sweet, Italian 3.35@ 3.75	Benzophenone 5.50@		
Amber, crude	,60@	.70	Calif	Benzyl Acetate, dom 1.25@		
rectified	.90@	1.00	Orris Root, concrete, do-	foreign 1.40@ Benzyl Alcohol 1.25@		
Amyris balsmifera	1.95@	10.00	mestic(oz.) 4.25@	Benzyl Benzoate 1.35@ 1.50	0	
Angelica Root	25.00@	40.00	foreign(oz.) 4.75@	Benzyl Butyrate 5.50@ 5.7		
Anise, tech			Orris Root, absolute (oz.) 70.00@	Benzyl Cinnamate 9.50@		
Lead free, U. S. P			Parsley 7.00@	Benzyl Formate 3.25@		
Aspic (spike) Spanish			Pennyroyal, American 2.85@	Benzyl Propionate 5.50@		
Bay, Porto Rico	2.25@		French 2.75@	Borneol 2.75@		
West Indies	2.65@		Peppermint Natural 22.00@ 24.00	Bornylacetate 3.50@		
Bergamot, 35-36 per cent		6.00	Redistilled 23.50@ 25.00	Bromstyrol 4.00@ 4.5	U	
Birch, sweet N. C	1.90@	2.15	Petit Grain, So. American 2.40@ French 15.00@	Carvol 6.25@ Cinnamic Acid 3.25@ 3.5	0	
Penn. and Conn	3.00@	4.00	Pimento 6.00@	Cinnamic Alcohol 5.00@ 6.5		
Birchtar, crude	.18@		Pinus Sylvestris 1.00@	Cinnamic Aldehyde 3.00@ 3.5		
rectified	.55@		Pumilions 2.25@	Citral, C. P 3.00@ 3.5		
Bois de Rose, Femelle	3.25@	.35	Rose, Bulgaria (oz.) 10.00@ 15.00	Citronellol, dom 5.75@ 7.0	0	
Cade, U. S. P. "IX" Cajeput, Native	.95@	.00	Rosemary, French55@	foreign 5.85@ 7.0		
Calamus	4.00@		Spanish	Coumarin, dom 3.25@ 3.7		
Camphor, "white"	.15@	.16	Rue	foreign 3.45@ 3.7	5	
sassasfrassy	.18@		Sage	Diethylphthlate 32@ Diphenylmethane 1.75@ 2.5	0	
Canaga, Java Native	3.25@		Sandalwood, East India. 7.35@	Diphenyloxide 1.00@ 1.4		
rectified	3.55@		Santalum Cygnorum 5.00@	Ethyl Acetate	U	
Caraway Seed, rectified	1.75@		Sassafras, natural82½@	Ethyl Benzoate 1.85@		
Cardamon Ceylon		200	artificial	Ethyl Butyrate 1.50@		
Cassia, 80@85%	2.40@ 3.10@	2.65 3.35	Savin, French 2.25@	Ethyl Cinnamate 3.75@		
rectified, U. S. P	.90@	1.00	Snake Root 15.00@	Ethyl Formate 1.00@		
Cedar Leaf Cedar Wood	.60@	.65	Spearmint 10.25@	Ethyl Propionate 2.00@		
Celery	9.00@		Spruce	Ethyl Salicylate 2.50@ Eucalyptol 1.05@		
Chamomile		6.50	Tansy	Eugenol 2.90@ 3.2	25	
Cinnamon, Ceylon		15.00	white 1.10@ 1.25	foreign 3.00@ 3.5		
Citronella, Ceylon	.50@	.57	Spanish red90@ 1.00	Geraniol, dom 2.85@ 3.2		
Java	.95@ 2.50@	2.75	Valerian 12.50@	foreign 3.00@ 4.5	0	
Cloves, Bourbon Zanzibar	2.20@	4.10	Vitivert, Bourbon 20.00@	Geranyl Acetate 4.75@		
Copaiba	.55@	.65	Java	Geranyl Butyrate 13.00@ Geranyl Formate 12.50@		
Coriander			East Indian 30.00@ 35.00 Wintergreen, Southern 4.50@	Heliotropin, dom 1.85@		
Croton			Penn. and Conn 8.00@ 9.50	foreign 2.10@ 2.3	35	
Cumin			Wormseed 6.25@	Hyroxcitronellal 9.00@ 12.0		
Cypress		4.75	Wormwood 7.50@	Indol, C. P (oz.) 7.00@ 9.0	10	
Cubebs Dillseed	4.50@	6.00	Ylang-Ylang, Manila 26.00@ 32.00	Iso Butyl Benzoate 5.00@		
Erigeron	6.75@	0.00	Bourbon 10.00@ 12.00	Iso Eugenol 4.00@	-0	
Eucalyptus Aus. "U.S.P."	.65@	.70	OLEO-RESINS	Linaool		
Fennel, Sweet	1.00@		Capsicum 2.15@	Linalyl Benzoate 13.00@)()	
Geranium, Rose, Algerian		4.50	Ginger 3.50@ 3.65	Methyl Acetophenone 3.50@ 4.0	00	
Bourbon			Cubeb 4.00@	Methyl Anthranilate 2.50@ 3.5		
Turkish (Palma rosa).			Malefern 2.15@	Methyl Benzoate 2.00@		
Ginger			Oak Moss 15.00@ 15.50	Methyl Cinnamate 4.25@ 5.0		
Gingergrass	2.75@ 4.25@		Orris 6.00@ 15.00	Methyl Eugenol 7.75@ 10.0)0	
Hemlock	.90@		Pepper, Black 3.85@	Methyl Heptenone 9.00@	00	
Juniper Berries, rectified.	2.50@		Vanilla 9.00@ 15.00	Methyl Heptine Carbon . 27.00@ 35.0 Methyl Iso Eugenol 12.50@ 13.0		
Juniper Wood	.65@		DERIVATIVES AND CHEMICALS	Methyl Octine Car 27.00@ 35.0		
Laurel	5.00@		Acetaldehyde 50% 2.00@	Methyl Paracresol 6.00@	10	
Lavender, English	32.00@		Acetophenone 4.00@ 5.00	Methyl Phenylacetate,		
U. S. P. "IX"		7.00	Aldehyde C 14 22.50@	Art, Honey Aroma 5.00@ 6.5	50	
Lemon, Italian			C 16 70.00@ 75.00		48	
Calif.			Amyl Acetate 1.00@	Musk Ambrette 8.00@ 9.2		
Lemongrass Limes, distilled			Amyl Cinnamate 1.75@	Ketone 9.00@ 11.0 Xvlene 2.50@ 3.2		
expressed			Amyl Cinnamate 2.35@ Amyl Formate 1.75@ 2.00	Xylene 2.50@ 3.2 Nerolin 1.50@ 1.7		
Linaloe			Amyl Phenyl Acet 5.00@	Nonylic-Alcohol 40.00@ 52.0		
Mace, distilled	2.00@		Amyl Salicylate, dom 1.50@	Phenylacetaldehyde 50%. 6.50@ 8.0		
Mirbane			foreign 1.75@	imported 6.50@ 8.0	00	
Mustard, genuine			Amyl Valerate 3.00@ 3.50	Pure	00	
artificial	2.25@	2.50	Anethol 1.60@	(Continued on Next Page)		

Phenylacetic Acid Phenyl Ethyl Acetate Phenyl Ethyl Butyrate Phenyl Ethyl Formate Phenyl Ethyl Propionate	10.00@ 16.00@ 18.00@ 18.00@	15.00 20.00	Balsam Peru Tolu Beavor Castor Cardamon Seed, green decort			Peach Kernel meal Rhubarb Root, Shensi	.38@ .44@ .12@	
Phenyl Ethyl Alcohol, do-		600	Castoreum	4.00@		Rose leaves, red		
mestic		6.00	Chalk, precipitated (oz.)	.03½@ 2.25@	.00%	pale	.65@ .45@	.50
imported			Guarana(02.)	.75@	.80	Sandalwood chips	1.25@	.50
Rhodinol, dom			Gum Benzoin Siam	1.20@	1.60	Saponin Styrax	.471/2@	2.20
Safrol		20.00	Sumatra	.30@	.40	Tale, domestic(ton)	18.00@	
Skatol, C. P(oz.)		10.00	Gum Gamboge, pipe	.95@	. 10	French(ton)	40.00@	
Terpineol, C. P., dom		.30	powdered	1.30@		Italian(ton)	50.00@	65.00
imported(lb.)		.36	Kaolin		.031/2		.30@	00.00
Terpinyl Acetate	1.25@		Lanolin hydrous	.17@	.19	Zinc Stearate		.30
Thymol			anhydrous	.20a	.23			
Vanillin(oz.)		.57	Menthol, Jap	6.00@	7.00	BEANS		
Violet Ketone Alpha		9.00	synthetic	5.75@	6.25	Tonka, Beans, Para	.95@	1.00
Beta	6.25@	8.00	Musk, Cab, pods (oz.)	18.00@	20.00	Tonka, Beans, Angostura	2.00@	2.25
Yara Yara	1.65@	2.00	grains(oz.)	26.00@	28.00	Tonka, Beans, Surinam	nomina	al
SUNDRIES			Tonquin, gr(oz.)	36.00@		Vanilla, Beans, Mexican.	6.00@	8.00
SUNDRIES	,		pods(oz.)	32.00@		Mexican, cut	4.50@	5.00
Alcohol Cologne spts., gal.		5.12	Orange flowers	1.00@		Vanilla, Beans, Bourbon,		
Almond Meal		.30	Orris Root, Florentine	.10@	.14	whole	2.50@	4.00
Ambergris, black (oz.)		18.00	powdered	.14@	.30	Bour., cut	2.30@	
gray(oz.)		35.00	Orris Root, Verona	.09@	.12	Vanilla, Beans, Tahiti,		
Balsam Copaiba S. A			powdered	.12@	.25	yellow label	2.50@	
Para	.42@		Patchouli leaves	.25@		white label	2.75@	

FOREIGN CORRESPONDENCE

(Continued from Page 725)

The household soap and soap powders of this concern are well and favorably known throughout Germany. Their products do not enter into the export trade.

The local press has published an extract from the annual statement of the Sunlicht Gesellschaft for the business year ended June 30, 1925, showing a loss of Mks. 1,046,086.00 (\$248,968.46). This loss is attributed to the heavy expenses incurred at the beginning of the stabilization of the German mark, also to high taxes paid to the state and city governments.

The managing director at the stockholders meeting, made the statement that the condition of the concern in face of the reverses suffered during the last year is still good, but that the business prospects for the new year are satisfactory.

GREECE

IMPORT RESTRICTIONS ON LUXURIES PROLONGED.—The Greek import prohibition on automobiles, silk goods, confectionery, and certain other luxury articles, which has been in effect since July 28, 1925, and which was to have expired on January 27, 1926, has been extended by decree for another six months.

GUATEMALA

PATENT MEDICINE BAN.—The importation and sale of prepared medicines the use of which is not necessary in the practice of medicine is prohibited by a Guatemalan decree of July 29. A committee, chosen by the Facultad De Medicina y Cirujia and the Facultad de Ciencias Naturales y Farmacia will examine as soon as possible the prepared medicines now on sale, indicating those which should be excluded from the country and those whose use is necessary in the practice of medicine.

INDIA

ESSENTIAL OIL EXPORTS.—Assistant Trade Commissioner Donald Renshaw, at Calcutta, reports: "The principal essential oil exported from India is sandalwood. Prior to

1916 about 3,000 tons of sandalwood were exported annually, two-thirds of which was consumed in Germany. The Mysore government in 1916 erected two factories for distilling the oil. These have a present capacity of 200,000 pounds annually, but are capable of expansion. Exports in 1923-24 amounted to 152,805 pounds, three-fourths of which went to the United Kingdom. The other essential oil exported (74,568 gallons) include lemon-grass, ginger-grass, citronella, rose and several other varieties."

ITALY

CITRUS OIL CROPS.—A corespondent in Messina sends the following information:

"The 1925 lemon crop in Italy was approximately 20 per cent less than the normal crop and only 60 per cent of the 1924 crop. Production of lemon oil has been less, with the result that present prices are the highest since 1914. The remaining stock of 1924 lemon oil appears to be about 75,000 pounds.

"The same condition applies to the orange oil market. The crop in 1925 was only two-thirds of that of 1924. The price for orange oil for January to May delivery, c. i. f. Hamburg, is 118 lire per kilo for both sweet and bitter oil.

"The production of bergamot oil is expected to be about three-quarters of the normal crop. There are still 125,000 pounds of this oil in stock. The mandarin oil production is only one-half of that of the normal crop, and higher prices are to be expected."

TURKEY

Production of Olive Oil.—Reuters Trade Service reports from Milan that the production of olive oil in Turkey will reach 40,000,000 kilograms this year, most of it coming from Aivalik-Edremid and the various oil districts of the Gulf of Edremid.

Turkey has not yet been able fully to develop her trade in olive oil, owing to the inadequate means of transport and the necessity of importing the casks required for exporting the oil. The export merchants have been using large numbers of casks employed during 1924 for French. Dutch and American imports of oil.

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LAUNDRY NOW TWELFTH INDUSTRY

The expansion of the laundry industry in the last ten years has been little short of phenomenal, according to the National Laundry Service of the Procter & Gamble Co., which works in close touch with the laundry trade. The total income for the year 1925 will be approximately \$500,000,000, which will give laundries a ranking of 12th place among the leading industries of the country. This strong position is attributed by leaders in the industry to the improvement in wash room practice developed through scientific research, and to consequent obtaining of the good will and confidence of the housewives of the nation. A few years ago these held the laundry in mistrust and hesitated to send any but the most common things to the laundry. Today it is far from uncommon for the laundry to be trusted with garments made of the sheerest materials, laces, silks, woolens and fancy pieces.

The greater part of the scientific research which led up to this improvement was done by the Laundry Owners' National Association. It is interesting, however, to note the co-operative work along this line that has been done by firms that are suppliers of material and equipment to the laundry industry. An example of this is the research laundry inaugurated by the Procter & Gamble Co., and which has been in operation for the last two years. This laboratory laundry, which is equipped with the latest devices including a device whereby the hardness of the water can be varied to meet all conditions, and a machine to test the tensile strength of fabrics, worked toward the development of a standard washing formula which would produce quality and uniformity of finished work.

TRADE BOARD TO MODIFY P. & G. DECREE

Washington, February 15.—Consideration is being given by the Federal Trade Commission to a modification of its original order in the Procter & Gamble Company case involving naphtha soap. As yet the commission has taken no action, though its members concede that modification will be necessary as a result of the decision of the Federal Circuit Court of Appeals at Cincinnati last month.

The Court of Appeals sustained the order of the commission forbidding the Procter & Gamble and Procter & Gamble Distributing Company from using the word "naphtha" on soap and soap products manufactured and marketed by them which contain kerosene or which contain naphtha in quantities less than one-half of one per cent in weight, and reversed the order of the commission requiring the respondents to have not less than one per cent by weight of naphtha in soap so labeled upon the delivery of the product to the consumer.

to the consumer.

According to the decision of the court the commission should confine its efforts to determining the amount of naphtha that should be introduced in the manufacture of soap rather than to determine the amount which should be contained in the product on delivery to the consumer.

It is understood that the commission will attempt to work out a modification of its order along this line. A modification of this character, it is assumed, would mean new proceedings and the introduction of additional evidence.

FIRE HAZARDS OF SOAP FACTORIES

Soap works from a superficial observation would appear to come within the category of hazardous risks, but judging by the rates of premium prevailing, we are justified in concluding that the experience of the offices has not been such as to regard them with the misgivings we might at first sight be disposed to expect. It is true that enormous quantities of oils are stored on the premises, but it must be remembered that such storage in the modern factory is done under favorable conditions, and that the classes of oils used are in themselves difficult to ignite. On the other hand, if once ignition has taken place, the fire is difficult to extinguish and they impart to combustible materials a more dangerous degree of inflammability. The oil storage and melting out places should therefore be detached and the arrangements such that burning oil will not run in a direction likely to ignite other buildings.

The risk of explosion must be considered when large quantities of oils are stored, as when burning, explosive vapors and gases are liberated.

Flooring Selection

Wood flooring and staircases are unsuitable in rooms where they are likely to become impregnated with oil; the oil-soaked wood will provide a material much more liable to fire than the oil alone and moreover would burn fiercely once the fire had taken hold. Incombustible materials should therefore be used, and in any case the floors periodically scraped.

The risk of spontaneous combustion is always present if given favorable conditions, i. e., when associated with fibrous materials. The drying oils, linseed oil in particular, are subject to this risk and care should be taken that cleaning rags, work-people's overalls and the like, which have been in contact with the oil, should not be left overnight in the works.

Resin, of course, is highly inflammable material and the dust is explosive. It should have separate storage, and care and cleanliness in its use are essential. Burning resin gives off heavy smoke, thus hindering firemen and creating considerable smoke damage on other materials.

Fire-heated soap pans are now almost obsolete, but are occasionally to be seen. They should be fired from outside or from a fireproof compartment in such a manner that a possible boil-over will not reach the fire.

Storage of Liquids

Spirits and the like are usually stored separately in small quantities. The building should be well ventilated, with a sunk compartment of sufficient capacity to contain the quantity stored. The principle of storage with pump attachment is preferable. Leakage in plants where spirits are used is not always entirely preventable and the rooms

used should be ventilated to carry off explosive vapor. This remark also applies to the maturing rooms for transparent soaps made by the spirit process. Methods are adopted, as mentioned in connection with transparent soaps, of utilizing these vapors.

Empty oil barrels should not be stacked in the vicinity of the buildings.

Electric cables should be in non-corrosive metal tubing where subject to chemical action or vapors.

Packing rooms. Beyond the stock of wood or cardboard boxes the soap packing room does not call for comment, except in the case of toilet specialists where sawdust or wood wool is used.

Many Steam Pipes

The soap works contain a large number of boilers in proportion to their size and a consequent greater length of live steam piping. This, of course, is due to the steam used for the boiling and drying process. The steam pipes therefore require special attention in regard to their proximity to woodwork and efficient insulation.

The cooperage calls for little attention, unless cask firing be done, and, in that case, the firing arrangements should be carefully inspected.

For a woodworking risk the box-making shop is unusually free from refuse, due to the fact that the timber is received in a prepared state, and a daily clean-up minimizes the hazard on this account.

Cleanliness a First Requisite

In the cardboard box-making shop the system of clearing refuse should have attention and the arrangement for heating glue or gum carefully inspected.

The printers' cleaning agent; usually paraffin, should be stored outside, only a sufficient quantity for present use being brought into the building. The cleaning rags should be kept in a metal receptacle for each machine and removed daily; separate receptacles for paper wastes should also be provided if varnishing is done in the department. The storage of varnish and the drying arrangements should not be overlooked.

Small quantities of spirits and the use of gas, steam and electrical appliances are to be found in the laboratory. Here we must generally leave matters to the common sense of the chemists engaged therein, and accept with resignation an attitude which often implies that they are well aware of the risks incurred and the precautions to be taken.

You will gather that management in the way of cleanliness and care in the manipulating of materials are of prime importance in regard to the fire risk.—Brokers' Bulletin.

PEROXOL'S USE IN SOAP BLEACHING

BLEACHING SOAP WITH PFROXOL [POTASSIUM PERSUL-PHATE] H. Nast (Seifensieder-Ztg., 1925, Vol. 52, 559; Chem. Zentr., 1925, Vol. 96, II., 1398.)—The bleaching of soap with peroxol is aided by the addition of colorless metal oxides, 0.1% of these being used in addition to 1% of peroxol, reckoned on the weight of the fatty constituents. Zinc oxide yields the best results; magnesia and lime may also be used, but lime makes the soap brittle. The process may be used for bleaching resinous soaps which could not otherwise be bleached by oxidizing processes. The bleaching can hardly be explained by the formation of magnesium or zinc soaps, as the bleached soaps contain only 0.00194% MgO or 0.00166% ZnO, the greater part of the oxides being found in the lower aqueous layer.

RANCIDITY AND SPOTTING IN TOILET SOAPS*

By Dr. C. Bergell

In the summer of 1925 as well as the previous summer a large number of first class factories have had to suffer from the rancidity epidemic, without succeeding in discovering the cause of this phenomenon. In view of the extreme importane of these difficulties, which fairly jeopardized the very existence of many an establishment, it seemed to me desirable to discuss the question scientifically and practically.

Since in former years failures hardly ever occurred when business-like methods and unobjectionable fats were used, there was suspicion that adulterated tallow was the cause. The customary diagnostic numbers, like titer, iodine number, saponification number, etc., yielded no assistance, for the manufacturers of these fats naturally had prepared them in such a manner that in this respect everything was in order. The soap maker first looked for the trouble in insufficient saponification, and in too adequate adjustment, and was strengthened in this assumption by the results of recent experiments; however success was not in sight. Further the laboratory experiments, which aimed at isolating the fluid fatty aicds of these products, and at finding in them abnormal iodine numbers, led to no improvements. It was remarkable that all these dangerous tallows, although they showed the very best entirely white color, but were of moderate quality of odor, always contained 10-20% of free fatty acid, showed for the specialist sufficient ground to pronounce them not prime beef tallow, but as improved refuse products.

However the bad state of the soap market led to close, but, as the result showed, to wrong competition, and secured for the products entrance into the toilet soap kettle. It was therefore the problem of the chemist to isolate these bodies, which caused the damage, and this isolation was successfully accomplished by adjusting the methods of investigation to the soap boiling practice, i. e. by investigating the spent lyes. All samples investigated were saponified, were made sharp and fractionally salted with an abundance of lye, the gathered spent lyes were again salted, were drawn off hot, analyzed and treated with ether. All the samples of pure natural tallow yielded from the ground lyes thus treated very small quantities of normal fatty acids with the acid number 200:210; all dangerous products yielded oxy-acids to the amount of 0.25% and for the most part insoluble in petroleum ether, with acid numbers of about 300 and above, and iodine numbers of 20-30.

Thus the problem was solved scientifically and practically.

These inconsiderable quantities of oxy-acids are the cause of rancidity and spot formation. The oxy-groups are capable of forming salts with the lye, but act like acids much weaker than the carboxyl-groups. When set free, they offer according to their formula every opportunity for many sided reactions, especially in the presence of the added perfumes. With the experience in practice these findings agreed very well, in as much as even the old soap maker avoided using very rancid fats for soap base (for these contain, as is known, oxy-fatty acids), because they brought danger of rancidity. However, in recent time it has been shown that precisely those establishments which were accustomed to use only the best fats, according to long established usage, were the first to accept the pure white tallows. the other hand the establishments which viewed the trouble not only as a problem of saponification but treated it as a question of clarification by additional use of protective colloids and eagerly followed up scientifically and practically tested innovations, did not share in the unfortunate ex-periences of others. This does not mean that it is unimportant with the correct working method whether fats of best or of inferior quality are used, but rather that with the use of dangerous qualities the soaps are sent back to the factories after only a few weeks, and that in the other case only a few bars are returned after six to twelve months.

^{*} Zeitschr. d. Deutsch. Ocl-u. Fett-Ind. Vol. 45, (1925) No. 46.

DURABLE SHAVING SOAPS*

By C. BAIER

Among the shaving soaps of commerce by far the larger portion shows more or less serious defects, and there are only a few preparations on the market that in reality satisfy the demands which are justified for a first class product. A good shaving soap must not be too hard, but neither must it be too soft and too smeary, in order that it may not be used up too soon, while a soap which is too firm is soluble with difficulty. In use it should give a rich, dense, and creamy lather which has permanence and does not dry too quickly on the skin. When applied to the skin the formation of lather should begin proinptly, not only with warm water, but also cold water.

The soap should possess a pure white color, delicate touch and agreeable, fresh but not at all penetrating warm odor. It must be durable and must keep the clear color, as well as the fresh odor. It should not turn dark, yellow or brown, nor must it emit a disagreeable rancid odor. This durability should extend not only for weeks but for months and years, provided the product is stored under normal conditions. In use it should be mild, so that the most sensitive skin may not feel any harshness with it; it must thus be neutral, preferably slightly superfatted. Possessing all these qualities, a good shaving soap must impart smoothness to the skin and must soften the hair, making the skin pliable, while resistance of the hair to the razor is minimized so that a completely painless shaving process is possible.

To meet these requirements numerous published formulæ in the technical literature suffice in a general way. The consistency, the easy solubility and the production of a dense fine lather are obtained by a combination of potassium and sodium lye, and by a suitable fat addition consisting of tallow, lard, cocoanut oil, etc., while the fatty quality and the lasting lather is effected by use of slight excess of fat. In order to produce the white color, pure white fats which saponify white must be employed. The agreeable, fresh odor is obtained by addition of a delicate, not oppressive perfume, but is also conditioned by the use of fresh-smelling fats, and the mild effect in the use depends likewise upon the neutral and slightly fatty condition.

Connected therewith are the keeping quality in storage and the durability of the soap, and this is the main point at issue, for it is here that most articles in commerce break down. Either the soaps are too harsh, often also the lather has too little density and too little fat, so that it does not stand long enough and dries too soon, in which case it is too alkaline and has too little fat, or it may be mild and satisfying in forming lather, but is not durable, and becomes rancid after a few weeks, loses its pleasant aroma and takes on a disagreeable odor, with which the appearance of discoloration goes hand in hand.

In most establishments which prepare shaving soaps, the work is done according to an original formula which has been proven satisfactory since grandfather's time, often even longer. When with the grandchild this recipe refuses to work, the trouble lies only in the rarest cases with the working method, but for the most part with the quality of the raw materials. While in earlier times a separate fatmelting provision existed, which in recent time is no longer

tolerated by the industrial police and the neighborhood, and must be discontinued, so that it is no longer possible to obtain melted tallow from fresh raw fats, the present manufacturer must use for his shaving soaps melted tallow acquired by purchase, the quality of which, even after most careful preparation, is often considerably inferior to the tallow previously produced by home manufacture. By proper refining a less valuable tallow may have removed from its content free fatty acids and may be materially improved in color and odor, but it will never equal in quality a tallow freshly melted from unobjectionable raw material.

All technical tallows are unsuitable for shaving soaps, and it is only with first class edible tallow that good results may be obtained, for every technical tallow is inferior, as it has either been obtained from a raw fat that suffered from storage, which has been affected by decay, even if only in the slightest degree, or else the tallow, if produced from fresh material, has by wrong treatment or long storage suffered in its quality. For a long time science has established the fact that fats become rancid by the action of bacteria and in consequence of this, every tallow which has been given a chance to take up such bacteria, whether they originated in the raw fat, or whether in unfavorable storage, the tallow came into contact with water or moist air, became quite useless for the production of durable soaps, when these needed to become slightly surcharged with fat. It is only by complete saponification that the germs of rancidity are destroyed by the action of the caustic lye, and even then only in consequence of the boiling heat and of the lengthy duration of the process of saponification. All shaving soaps prepared by the cold or half-boiled method with tallow already affected with bacteria, in which a part of the fat remains unsaponified for the purpose of slightly superfatting the soap, succumb after a longer or shorter time to the action of the germs of rancidity, and are not durable.

Even the most careful method of packing does not protect such soaps, and even the most complete exclusion of air fails to prevent them from becoming spoiled in a few weeks, so that they become unsaleable. Since the process of rancidity goes hand in hand with hydrolysis, the best packing materials are attacked and destroyed by the soap. I was able to make the observation that shaving soap sticks which were packed in genuine parchment paper and in addition also in tinfoil, in a short time corroded both materials, so that only fragments remained here and there. By the additional use of pergamyn paper between the soap and parchment paper or tinfoil the incredible case occurred that the pergamyn paper remained intact, while the parchment paper behind it as well as the tinfoil packing were destroyed by the soap which had become rancid, that is, that the pergamyn paper permitted the alkali set free in the hydrolysis to go through it whereby the two latter coverings were corroded, but it remained intact, and simply assumed a moist appearance. This ability of the pergamyn paper to resist corrosion is probably explainable by the fact that it is impregnated with lime and grape sugar, while the amyloid of the genuine parchment paper succumbs to the action of the freed alkali.

These experiences with reference to the tendency of shav-

^{*} From Zeitschr. d. Dentsch. Oel-u, Fett.-Ind. Vol. 45 (1925) No. 50, p. 722.

ing soaps to become rancid persuaded me to subject to an examination one of the best liked shaving soaps very saleable in the world market, since this product leaves nothing to be desired as regards durability, and represents probably one of the best products as far as quality is concerned.

The analysis vielded the following data:

80.63% total fatty acids,

5.37% loss by drying (water and perfume), 20.17% total alkalinity (K_2 CO₃), 8.92% potash content (K_3 O),

3.18% soda content (Na2 O), computed,

3.84% glycerine.

The total fatty acids showed an acid number of 203.0 and a saponification number 206.4, the point of solidification of the fatty acids lay near 52.4° C. According to the analysis the amount of uncombined neutral fat is 1.33%. The low saponification number shows that besides the very hard grained fats only a little cocoanut oil, ca. 8-10%, was probably used in the fat addition. Presumably as the principal material there was used for it so-called pressed tallow stearine such as becomes available in fresh condition in large quantities in the manufacture of animal margarine as a residue in the production of oleomargarine in America.

The following composition is computed:

86.06% of water-free pure-soap (potash-soda-soap),

1.33% free neutral fat,

3.84% of glycerine,

5.37% water and perfume, 0.40% foreign salts and loss.

100.00%

The content of glycerine is doubtless too low for a soap produced by the cold or half-boiled method and was probably therefore produced by the boiling method. Likewise I do not believe that the glycerine was added during the process of At any rate the sodium salt was previously manufacture. boiled, by which process a part of the glycerine passed over into the spent lye and then the entire fat addition or the largest part of it was next saponified with potash lye and the closed potash soap thus obtained was then separated with salt, in which process the larger part of the glycerine was withdrawn from the soap, and at the same time a partial change into sodium soap resulted. The rest of the fat addition, after the saponification, which likewise resulted with the potash lye has mixed with the ground up grain without pre-vious salting out and in this process has in addition been treated to a slight excess of fat by a small amount of neutral fat, an operation, however which probably was performed only after drying the soap in a mixing machine at the same time with the perfuming process. Still another process of preparation might be possible namely, that one half of the mixture might be saponified with potash lye without the cocoanut oil, the soap, lime might be salted out, and a sharp settled grain might be produced which would be rapidly dried and changed into the form of a powder. The closed soan and changed into the form of a powder. The closed soap produced from the second half of the fat addition by saponification with strong potash lye, in which process the cocoa-nut oil was worked in, and at the same time an addition of excess of fat was put in, is then mixed with the fine powder, milled, perfumed and shaped into the form of cylinders by means of a plodder.

If we assume that the material for this shaving soap consists of

90% of pressed tallow (stearine),

10% of cocoanut oil,

40% of 38° potash lye, 14% of 38° sodium lye

and compare this with the material for a shaving soap such as is in use in Germany, for which I give a recipe below, there is seen a great difference between the two:

75% of beef tallow,

10% of lard,

15% of cocoanut oil, 25% of 38° potash lye, 25% of 38° sodium lye.

The amount of cocoanut oil is greater for grained fats, softer materials are used having a point of solidification of

40° C, and the addition of sodium lye is much greater. The necessary smoothness is here produced by the addition of softer fats and using less potash lye, while on the other hand in the case of the shaving soan analysed this result is obtained by a much higher addition of potash lye and the use of very hard fatty stuffs. Which composition is the more advantageous, and by which of them is a better durability of the soap secured? The answer to this must be unconditional, namely that the composition of the American shaving soap more satisfactory, and that answer is based on the following reasons:

From the standpoint of smoothness and securing at the same time a sufficient firmness, the use of very hard fats and little cocoanut oil in combination with a large amount of potash lye is to be preferred. However much more important for the choice of this combination is the circumstance that a fat composition of 90% of beef stearine and 10% of cocoanut oil has the preference as against a composition of 75% of tallow, 10% of lard, and 15% of cocoanut oil, in that it shows a quite negligible amount of unsaturated glycerides. Science has demonstrated that hard glyceride poor in oleic acid are stable to a much less degree toward the influence of light and air, i. e. the influence of the oxygen in the air, and also become rancid much less rapidly, which is proved by the soaps prepared therefrom. Accordingly a shaving soap prepared for the most part from glycerides in combination, even in case of excessive fat with them, must show greater durability.

BLEACHING OF FATS AND OILS*

The bleaching of animal and vegetable oils and fats is illuminatingly treated by B. Hassel, especially with reference to the action of the hydro-silicates and of 60 per cent hydrogen peroxide.

While formerly Fuller's earth was used almost exclusively, at present the more effective Bavarian hydro silicates of calicum and magnesium are used. A good quality of this bleaching earth is effective in smallest quantities, and must be so used, in order that the smallest possible losses may be incurred by the capacity of the earth to absorb oils. A regeneration of the bleaching earth used is not practicable.

In the preparation of fats and oils, for food purposes these must always be subjected to a thorough refining process,-they must be neutralized, bleached and deodorized. Neutralization is effected by a computed amount of sodium lye. The soap floccules which are formed are allowed to settle and are drawn off, after which the fat is repeatedly washed with warm water, till the wash water no longer shows any reaction with phenolphtalein. The oil is then dried by being warmed in a vacuum, then bleached, either in an open vessel supplied with a heating mantle and crutching work, or better in a vacuum with a crutching arrangement. In case of edible oils 2-4% of bleaching earth are sufficient. The bleaching process requires 20-60 minutes, the temperatures to be employed vary between 60-70°C. The termination of the bleaching process is determined by filtering a small sample. The separation of the bleaching earth from the oil is accomplished by filter presses. In a well filled and well blown out press, the earth cakes ought to contain not more than 7-25% of the oil, computed for the press cake. By extraction this oil is regained without any loss, it is however of less value, very dark and of high fatty acid content. However these oils with the above named hydrogen peroxide solution of 60% strength, may be discolored to a golden yellow appearance and rendered rather odorless.

Edible oils which in the beginning had been bleached with this agent require another neutralization and deodor-

^{*}From Seifens. Ztg. Vol. 52, (1925) No. 45.

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GOVERNMENT AIDS TO SOAP TRADE

Few Manufacturers Avail Themselves of Full Value of Services; Many Bureaus Co-operate to Assist Industry in Problems

The contact of the soap manufacturing industry with the government has not always been altogether pleasant. In fact, there have been times, some of them rather recent, in which the government has taken a hand in the soap industry in ways which have doubtless led some of the manufacturers to wish for decidedly less "government in business"

At the same time, it cannot be said that the government has at any time interfered unduly in the affairs of the industry. Difficulties there have been, but the soap industry itself has been more or less to blame for practically all of them. However, too few members of the industry undoubtedly have availed themselves of the services of the government in running their businesses. Many of them are doubtless wholly unfamiliar with the services which the government performs or is willing to perform on behalf of the industry.

Soap manufacturers, in common with producers in other lines of business have received figures showing exports, imports, production and other details connected with their businesses. It is undoubtedly due largely to a lack of understanding of these services that these statistics have at times been overlooked or considered merely as more or less inaccurate data, usually too old to be of any immediate or real value.

Progress in Promptness

It may be said at the outset that the indictment of various government departments in the matter of sending out old and more or less inaccurate material is partly founded upon fact. There is considerable room for improvement in practically all of the departments in the matter of bringing statistical data down to date. Some improvement along this line has been made, especially in the Department of Commerce reports on imports and exports. But it is noteworthy that British export figures for the year 1925 covering the chemical and soap industries were made available for publication at about the same time that the November figures for United States exports were published.

In addition, production statistics for various industries are generally pretty well known in the trade several months before any data is made available by the Bureau of the Census. Some of the delays are undoubtedly inevitable and a necessary part of so tremendous an undertaking as that of gathering detailed statistics. At the same time, the release of important statistics seems at times to be needlessly delayed while waiting for unimportant fractional addenda which in no way add to the completeness of the picture presented.

Another fact which has to some extent militated against the effectiveness of government statistical data from time to time has been the necessary investigations which have preceded the issuance of the detailed reports. The soap industry has felt this along with other industries. It is but natural that requests for confidential data in more or less voluminous form on the part of a government bureau should be met with some delay on the part of the manufacturers from whom it is requested. It is not wholly unnatural that

some of these manufacturers, with less understanding of the exact nature of the undertaking for which the facts are needed, should be unwilling to supply complete data as to costs, values, production, prices and the like and that a few should feel some resentment under the circumstances.

Few Understand Service Offered

A complete understanding of the service which the government offers and is trying to perfect for the soap industry and other industries throughout the country is doubtless necessary not only to enable the manufacturer to get the most out of the proffered services, but also to enable the government to effectively complete the task of collecting and disseminating data of interest and importance to the industries which it is trying to serve.

It is of course impossible within the scope of an article of this length to give more than a brief outline of the efforts which the government is making to serve the industry. However, such an outline should be of some little value to the industry. If it results in a better understanding of the methods of the government and the objects in view in compiling the data which are periodically sought from the industry, it should also be of service to the government in overcoming a small part of the reluctance of the trade in quickly and accurately furnishing data needed in the work.

The soap manufacturer can secure from the Bureau of the Census a very complete picture of his industry and its subdivisions. It is true that the Census reports on industries are generally something over a year late in issuing. However, this delay is wholly unavoidable. Data for any given year cannot possibly begin compilation until the year has closed. It is necessary then for the proper questionnaires to issue and a reasonable time must also clapse before they are answered by the industry. No small part of the delay in the issuance of the Census reports is due to the fact that questionnaires are not promptly or properly answered. The final reports can be greatly expedited if the industry will reply promptly and specifically to all requests for information.

Once the manufacturer has the final report in hand, the question is what can he do with it. Naturally, some concerns will make far greater use of the data afforded than others. Probably the best service which the census report gives to the soap manufacturer is found in a careful and detailed comparison of the latest report with the one previously issued. Not only will this comparison show the manufacturer whether the industry as a whole or his particular branch of it is growing in tonnage and value of its products, but it will show him definte trends in the industry either toward or away from his branch. It will disclose any change in the labor situation. It will give him a pretty thorough idea of any tendency to concentrate or expand and a fairly clear indication of what concerns are progressing and which ones are dropping back. It will show him the types and size of the power plants operated by the industry; whether more power is being purchased or more manufactured and hence what practice may be more economical or in line with the trend of affairs for himself. It will show him, in brief, whether he has progressed or retrograded in comparison with the remainder of the industry and will indicate what steps he should take to place himself in line with more recently accepted practice in manufacture.

Census Reports Valuable

Probably very few manufacturers have fully availed themselves of this service in the past. A few may have spent hours over the census report on the industry. More have consulted the totals and expanded with pride at a good showing which may have been wholly on the part of competitors more foresighted than themselves. Some have not even looked at the reports, deeming anything two years old hardly worthy of notice and considering "all government figures inaccurate." Progress in the industry will doubtless be much more rapid when all thoroughly digest the reports and assist to the utmost in making them accurate, timely and authoritative.

Probably everyone in the industry is familiar with the monthly mimeographed statements of exports and imports of soap issued by the Bureau of Foreign and Domestic Commerce. Inasmuch as these figures are made up from official documents, they are necessarily very near indeed to actual tonnages and also to actual values. The growing importance of the export soap market to the industry has been thoroughly discussed in a previous series of articles appearing in the Soap Section. That the detailed figures which are given as to countries of origin and destination and also, in the case of exports with regard to Customs Districts, are of importance and should be of considerable interest to the soap exporter is self-evident.

The data for each month are issued as soon as available. Usually the reports are not much more than a month old when finally issued. This service could doubtless be improved still further in point of elapsed time. However, the statements, as issued, are prompt enough to be really valuable. Not only is the trend of world soap trade portrayed in this way but it is possible to get a pretty definite idea as to which sections of the country are handling the export trade to the best advantage by a careful study of these statistics.

Detailed Statements Available

In addition to the statement of exports and imports of the finished product the Bureau also publishes in much the same form detailed statements as to quantity and value of raw materials and by-products in which the industry is interested. Not a small part of this service is devoted to fats and oils, but perfume materials and chemicals are also reported upon in more or less detail and in many instances detailed figures are available upon application which are not generally published owing to the comparatively limited general interest in them. In view of the importance of raw material markets to the costs of soap manufacture, the service which the Bureau renders in connection with raw materials should be of inestimable value to the industry.

From time to time, the Department of Commerce receives trade inquiries from foreign countries in many forms. Some of these are from firms seeking to export products of the soap industry. More, at the moment, are from firms seeking connections with American manufacturers of these products. Many of these are houses of standing and importance in the markets which they serve. Usually, these trade inquiries receive wide publicity, especially in the trade press. They are also available upon application and the Department offers its assistance in handling negotiations with possible selling agents abroad. Doubtless many good connections for the export trade have already been formed by soap manu-

facturers through this service. Other manufacturers will find it of no little value in establishing their products in foreign markets and securing the services of qualified agents at points which they would otherwise be unable to reach.

Agents of the Department of Commerce are constantly submitting reports to Washington regarding conditions in various industries at the points where they are located. The soap industry has been touched upon pretty thoroughly during the last few years in these reports, copies of which are still available. Further data are being forwarded from time to time. Much of this matter is published in the official bulletin of the department, Commerce Reports. Still more is made available for publication in the trade press. Soap manufacturers can secure this data upon application to the department, by subscribing to Commerce Reports, or by watching the trade press for news and inquiring of the department for additional data.

Special Investigations

In addition, the Department will furnish any data in its possession regarding foreign tariffs, consular regulations, transportation, packing, or, in fact, any of the numerous problems connected with export shipping. It will go further. It will secure for the interested manufacturer any data on such matters which he may require. It will assist him in routing his salesmen, furnish them with credentials and introductory letters to its representatives abroad and in brief, act as export counselor for the manufacturer who is unfamiliar with exporting or with particular marketing problems in the markets which he is seeking to enter.

There are one or two other departments and commissions which are of service to the soap manufacturer. The nature of these services may at times work some hardship upon particular manufacturers, but on the whole their work is of service to most of the trade and assists in the progress of the industry toward a more satisfactory and equitable basis for all concerned.

The Federal Trade Commission is one of these bodies. Its function is too well known to require any lengthy explanation. There have been in the past and still are in some instances, cases in which the powers of the Federal Trade Commission have been exercised in the soap industry. Methods of marketing and of advertising have not been wholly above reproach. They are being corrected steadily and with some degree of rapidity as well. In this work, the Federal Trade Commission has played and is playing an important part. Not all of its work results in final decrees. In many instances, merely the consideration of an investigation has been sufficient to check the growth of some evil practice. Individual manufacturers are sometimes hurt, but the hurt is for the good of the industry and doubtless that of the firm particularly affected.

Tariff Commission's Role

Under the so-called "flexible" provisions of the Tariff Act of 1922 the United States Tariff Commission has also had the opportunity of being of service to the soap industry. The 1922 tariff placed a heavy duty upon Oriental fats and oils which are of use in the industry. It virtually threw the entire industry off balance by shifting the movement of fats and oils from regular and accepted channels into quite different lines. The function of the Tariff Commission in this matter in theory has been to recommend to the President after investigation such changes of the tariff within certain limits as may seem just and equitable and necessary for the best advantage of the public. Unfortunately, this has not worked as well in practice as it might have. The presence of an extreme protectionist administration in Washington has made the tariff "flexible" only towards higher levels. In no instance has the duty on any product been reduced. The

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soap industry and other fats and oils consumers have fought valiantly for a downward revision, but none has been made and none seems likely.

Recently, there has been no little agitation for the abolition of this commission on the ground that it had ceased to function and had in effect become an adjunct of the protectionist administration rather than a non-partisan fact finding body Whatever may be the result of this agitation or the fate of the commission the intention was undoubtedly to make it of service to industry. It is not the fault of the idea that it has not functioned for the benefit of the soap industry. Given different conditions and the same opportunity, it would undoubtedly have been of great service.

Briefly, these have been the principal government bodies which have affected the industry directly. Indirectly, others have also worked upon it, some for good and some for ill. The services of the bureaus devoted to the benefit of induscan, however, only be effective when they are fully utilized. Unfortunately, the tendency in industry, and not alone in the soap industry, has been to support them rather unwillingly and to utilize them not at all. If they are to be of service they must be both used and supported. A thorough understanding of their aims and their services should go far towards convincing the soap industry of their importance and value. It it to be hoped that the members of the industry will learn to avail themselves of the services offered and thus make those services more valuable to the industry as a

Protests Sustained in Toilet Soap Fruit Case

T. D. 41306, G. A. 9084, May Co. v. United States, gives a long account of a decision by the Board of General Appraisers on a protest against the collector's classification of fruit-shaped articles, apparently made of soap, as artificial ad valorem under the provisions of paragraph 1419 of the tariff act of 1922. They were claimed to be subject to duty at only 30 per cent ad valorem under the provisions. at only 30 per cent ad valorem under the provision of para-graph 82 of the same act as toilet soap. The protest was sustained.

Appraiser McClellan in his opinion declared: "After an examination of the alleged samples it is difficult to believe that any man with sufficient intelligence to gain him a position in the Government civil service could have classfied all of the merchandise represented by these samples To believe that he did would be the as artificial fruit. equivalent of saying that he was either mentally deficient, or did not in fact see the merchandise before returning it as artificial fruit.

"There are 11 samples purporting to represent items on the invoice, and only 5 of these could by any stretch of the imagination be called imitations of fruit."

Palmolive Asks Freight Rate Change

The Palmolive Company of Milwaukee, has filed complaint with the Interstate Commerce Commission attacking carriers' charges at fifth class rates for transportation of soap from the company's plant at Milwaukee, to destinations in western trunk line territory. These rates are unreasonable in western trunk line territory. and unlawful, the complaint alleges, and discriminatory in favor of complainant's competitors at Kansas City and Omaha. Competitors at Kansas City have rates ranging from 14% to 18½% lower and those at Omaha have similar advantage ranging from 7.2% to 19%, compared with rates which the Palmolive Company has to pay. Reasonable rates for the future are asked.

Situation in the German Soap Industry

The situation in the German soap and soap powder industries continues very poor, according to a report received by the Department of Commerce from American Consul Thomas H. Bevan, Hamburg, Germany, dated December 11, 1925. Consumers of soap are now giving preference to cheaper grades and as a result manufacturers of soap had to adapt their plants to the manufacturer of such grades with the consequence that there is at present a decreased demand for raw materials of better quality.

FEATURES OF SOAP MATERIAL MARKET

(Continued from Next Page)

sharply at various points outside of New York. The reason for the shading seems to be the increased productive capacity of the electrolytic manufacturers who have expanded their production to meet the anticipated increase in demand for chlorine which is expected to arise out of the production of ethyl gasoline on an extended scale. In any event, caustic soda is greatly unsettled and cannot be termed firm. That a general decline in prices will result this season, is not the belief of leading interests. That some readjustment of the differential between caustic and chlorine will be made next autumn on the 1927 contracts is, in most quarters, conceded as virtually certain.

Imported chemicals are practically without change. Demand for them has been reasonably active and prices are quite firmly maintained. Offers of carbonate of potash are not quite so heavy and prices have firmed to 6c. per pound. Other changes are lacking.

Other Soap Materials

Rosin continues the feature, with high levels still the rule on all grades. At the same time, the slight drop in the export demand for the cheaper types has had its effect upon the market position. Buyers are able to get grades from "Betsy" to "Katy" at slight concessions from last month's prices. Higher grades have advanced further under good demand. The differential between "Betsy" and Water White is now somewhat out of the ordinary and is likely to be closed either by an advance in the former or weakness in the latter. Glycerine is easier, although chemically pure holds up well. Crude and dynamite grades are lower. Other items show little change from the prices prevailing a month ago.

Panama's Soap Material Market

The Soap Industry of Panama has had the benefit of a protective tariff since May, 1925, but the heavy stocks of imported soaps accumulated in anticipation of the tariff change have not as yet been exhausted, says Vice-Consul H. D. Myers, at Panama. The industry is largely dependent upon imported raw materials, including caustic soda, 76 per cent; soda ash, 58 per cent; silicate of soda, 40 and 60 degree; rosin, H and K grades; tallow; and of minor importance, citronella, oil of myrbane, palm oil, talc and ultramarine blue. The names of the Panaman soap factories are available to accredited firms upon application to the Commercial Intelligence Division, Bureau of Foreign and Domestic Commerce, Washington, D. C.

Appeal Wins on Vegetable Oils Mixed

No. 50924. Peanut Oil and Cocoanut Oil Mineb. Protest 97368-G of C. J. Tower & Sons (Buffalo).—Peanut oil containing 5 per cent cocoanut oil, classified at 4 cents per pound under paragraph 55, tariff act of 1922, is claimed

dutiable at 25 per cent ad valorem under paragraph 58.

Opinion by McClelland, G. A. On the record presented it was found that the oil in question is a combination or mixture of vegetable oils. It was therefore held dutiable at 25 per cent under paragraph 58 as claimed. G. A. 5805 (T. D. 25646) and Monticelli Bros. v. United States (8 Ct. Cust. Appls. 21; T. D. 37162) cited.

Bath Tubes Protest is Overruled

No. 50925. Toilet Preparation. Protest 106019-G of J. L. Hudson Co. (Detroit).—Merchandise described as "bath cubes of soap, non-alcoholic," classified at 75 per cent ad valorem under paragraph 62, tariff act of 1922, is claimed dutiable at 30 per cent under paragraph 82.

Opinion by McClelland, G. A. On the record presented

the protest was overruled.

MARKET REVIEW ON TALLOW, ETC

TALLOW

(Written Specially for This Journal)

Considerable quantities of New York Extra Grade quality changed hands at 91/4c, per pound ex producers' plants and 93/6c delivered. After the recent decline to the present level, the tone of the market is somewhat steadier with more interest shown by buyers although unwilling to pay any advances.

The markets in the Middle West and at western points are comparatively stronger and somewhat higher with no undue pressure to sell.

In case there should be a further recession of ½c per pound this would operate to minimize the possibility of engaging South American Tallow, etc., and unless unforeseen conditions arise, we are likely to find the present level of prices to hold steady for awhile.

Greases are only in fair demand with good quality House Grease quoted 8½-85%c loose and other grades at relative

February 9, 1926.

TOBIAS T. PERGAMENT.

GLYCERINE

(Written Specially for This Journal)

Since our last review, the Glycerine market generally has become very dull and prices have declined, but Chemically Pure has maintained its price at 25 cents per lb. in bulk, and the demand is said to be very good. Several of the refiners were sold up until quite recently, and could take no more business, and even now there is a reluctancy on the part of some of them, to contract. Dynamite and Crude Glycerine, on the other hand have been very weak, and prices have reacted 2½ cents and 1½ respectively. The outlook is not particularly favorable from a sellers' standpoint at the present time. It would seem that a better demand for Dynamite and Crude must appear in order to prevent Chemically Pure from easing off.

The opening of the outdoor season for explosives is not a great ways off, and perhaps in another month or so, the powder makers will be showing more interest.

During the last two or three months, the importation of Dynamite and Crude have been very heavy and this no doubt accounts for the present lack of demand.

January 10, 1926 W. A. Stopford.

VEGETABLE OILS

(Written Specially for This Journal)

As we write this review, we find the various grades of vegetable oils in a very uncertain condition. Soap manufacturers here have purchased large quantities of Palm Kernel Oil during the past six months, thousands of tons having been shipped in bulk. Shipments from Europe are arriving regularly and many more bulk lots are due here within the next few months against contracts recently placed. Yet Palm Kernel Oil is lower today than it was a month ago while Cocoanut Oil, although it has declined somewhat from its recent high level, is still comparatively high.

That the imports of Palm Kernel Oil will decrease the consumption of Cocoanut Oil is very obvious. It is also very obvious that the price of Cocoanut Oil will have to

come down to compete with Palm Kernel Oil. However the question now is, will European manufacturers run short of Palm Kernel Oil and be forced to buy Cocoanut Oil to replace the Oil sold to consumers here? If this is the case the Cocoanut Oil producers are justified in upholding present prices, which incidentally, are based on the present value of Copra in the Far East.

Other oils have been inactive and with the easier feeling in animal fats lately, Palm Oils are receiving little attention. Olive Oil Foots are in fair demand for nearby delivery but the prices prevailing in Europe are higher than here, which practically prohibits trading in forward deilveries.

February 9, 1926

A. H. HORNER.

INDUSTRIAL CHEMICALS

There has been a great deal of unsettlement in the market regardless of the fact that business has been fair and contract deliveries satisfactory. Most of the unsettlement has been in caustic soda which has been shaded, and quite (Continued on Preceding Page)

SOAP MATERIALS

Tallow and Grease

Tallow, New York, Special 91/4c. Edible, New York, 101/2c. Yellow grease, New York, 81/2c. White grease, New York, 9c.

Rosin, New York, February 15, 1926.

Common to good. 13.40 I D 13.90 K E 14.25 M F 14.57½ N G 14.62½ W. G. H 14.70 W. W.	14.75 15.70 15.75 16.30 16.40 16.70
Starch Pearl, per 100 lbs	.26
Olive, denatured, per gal	nom.
Chemicals	

Chemicals	
Soda, Caustic, 76 per cent, per 100 lbs 3.10 @ 3.20	
Soda Ash, 58 per cent, per 100 lbs 1.38 @ 1.45	
Potash, Caustic, 88@92 per cent, per lb.,	
N. Y	4
Potash, Carbonate 80@85 per cent, per lb.,	
N. Y	2
Salt, Common, fine per ton	
Sulphuric acid, 60 degrees, per ton10.50 @11.00	
Sulphuric acid, 66 degrees, per ton14.00 @16.00	
Borax, crystals, per lb	
Borax, granular, per lb	
Zinc oxide, American, lead free, per lb071/4@ .077	8

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PEPU



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American Perfumer and Essential Dil Review

14 GLIFF ST., NEW YORK

DCTOBER NINETEEN TWENTY-FIVE



American Can Company



PERFUMER

OIL LAVENDER

(Hugues)

Successive failures of the French lavender crops in 1923 and 1924 resulted in shortage of supplies, excessive prices and inevitably in widespread adulteration. Notwithstanding, the purchasers of Oil Lavender Flowers, Hugues' had no cause for complaint during this period. Prices necessarily were higher but not unreasonably so, supplies were not cut off and not the slightest concession to circumstances was made in the high standard of quality which was uniformly and uncompromisingly maintained.

This, in a sense, is ancient history but it means that 1925 buyers of Lavender Oil who specify the "Hugues Aine" brand will receive the same service and will be assured of the best quality of oil producible at reasonable prices.

Oil Lavender is produced in many districts in the Alpes-Maritimes and even pure oils from different districts vary widely in characteristics and quality. Only those oils of the finest quality and the best odor value are chosen for sale under the "Hugues Aine" label.

Hugues Aine Grasse Ungerer & Co.
New York

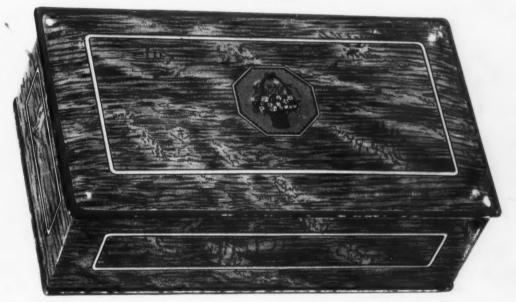
American Perfumer and Essential Dil Review

PERFUMER PUBLISHING

NOVEMBER NINETEEN TWENTY-FIVE







American Can Company





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Hugues Aine Grasse Ungerer & Co.
New York

ORRIS

Specialties made from selected Florentine Root:

Oil Orris Root Concrete No. 1503

Guaranteed FIVE TIMES as strong as Standard Butter of Orris. Absolutely pure and free from all trace of synthetic violet products. Acknowledged to be the greatest Orris value by practical perfumers.

Oil Orris Root Concrete "W. J. B."

Butter of Orris of standard strength. Absolutely pure.

Oil Orris Root Liquid Absolute

Oleo Resin Orris

A pure fluid Oleo Resin containing all the Essential Oil and odoriferous Resins present in the root—and nothing else. The fixative qualities of this Oleo Resin are exceptionally high.

"ye Oldeste Essence Distillers"

W.J.Bush & Co.

370 Seventh Avenue

Chicago Office 1018 S. Wabash Avenue

Works: Linden, N. J.

New York

Montreal Office 10 St. Helen Street

National City, California

EUROPEAN WORKS

London, Mitcham, Widnes -- England Grasse, France -- Messina, Sicily

GEORGE LUEDERS & CO.

427-429 Washington Street, New York

FACTORY: BROOKLYN, N. Y.

MONTREAL (Canada): 11 Place Royale SAN FRANCISCO: 56 Main St. CHICAGO: (Please note our new address) 510 N. Dearborn St.

Herewith we place before you a list of

Homogeneous and Heterogeneous Chemicals

which we are now supplying. Some are of our own manufacture, others are produced in different European countries, and there are a few of domestic origin besides those produced by ourselves. Where the quality of the domestic product at least equalled the foreign, the preference has been given to the home production. This list does not represent a line of one or a few houses, but is a selection made from manufacturers known to us as specializing in the particular product or products we now buy from them. We do not advertise any special firm as our source of supply. We may sell, in some cases, under the producers name, but in all instances, it is with our guarantee that we supply it and we are pleased to state that we have not found any difficulty in introducing these chemicals under our firm name and trademark. We have found that these conditions place us in the most favorable and advantageous position to offer

The Best Quality at the Best Price

The very large increase in our sales is the best testimony that we are on the right path. If we are not as yet able to offer certain synthetics to complete the line, we hope to do so later on, when we have found the best source of supply.

GEORGE LUEDERS & CO.

GEORGE LUEDERS & CO.

427-429 Washington Street, New York

FACTORY: BROOKLYN, N. Y.

MONTREAL (Canada): 11 Place Royale SAN FRANCISCO: 56 Main St. CHICAGO: (Please note our new address) 510 N. Dearborn St.

HOMOGENEOUS CHEMICALS

ACETOPHENONE AMYL SALICYLATE ANETOL (G. L.) AUBEPINE BENZALDEHYDE USP BENZALDEHYDE absolutely free from Chlorine BENZYL ACETATE BENZYL ALCOHOL BENZYL BENZOATE BENZYL CINNAMATE BENZYL PROPIONATE BENZILIDENE ACETONE BROMSTYROL CINNAMIC ALCOHOL CINNAMIC ALDEHYDE CITRAL C. P. (G. L.) CITRONELLOL **CUMARIN IMPORTED** (Dr. S. C.)

ETHYL CINNAMATE

EUGENOL (G. L.) GERANIOL C. P. GERANOLINE (Geraniol for Soap) GERANYL ACETATE HELIOTROPINE IMPORTED, LARGE CRYSTALS HYDROXYCITRONELLAL INDOL C. P. ISO-EUGENOL LINALYL ACETATE 92/94% LINALYL ACETATE 98% LINALOOL G. L. METHYL ACETOPHENONE METHYL ANTHRANILATE **IMPORTED** METHYL CINNAMATE METHYL ORISOL EXTRA METHYL ORISOL SUPER METHYL ORISOL BETA METHYL ORISOL 300 (for Soap)

METHYL PARA CRESOL METHYL SALICYLATE MUSK AMBRETTE MUSK KETONE MUSK XYLOL ORISOL ALPHA (Art. Violet) ORISOL EXTRA **ORISOL PURE 100%** ORISOL 300 (for Soap) PHENYL ACETIC ACID PHENYL ACET. ALDEHYDE PHENYL ETHYL ALCOHOL PHENYL ETHYL CINNA-MATE PHENYL PROPYL ALCOHOL RHODINOL PURE (G. L.) RHODINOL EXTRA (G. L.) TERPENYL ACETATE VANILLIN C. P.

HETEROGENEOUS CHEMICALS

(Chemical Compounds)

ACACIA
ARBUTUS
CYPROL
FAROL
FINEOL
HYACINTHINE
JACINTHE 300
JASMIN WHITE EXTRA
JASMIN FLEURS
JASMIN SUPER
JASMIN 300
LILAC BLOSSOMS
LILAC FLEURS
LILAC 954

LILY OF THE VALLEY
EXTRA 940
LILY OF THE VALLEY 936
MARGOLD
MIEL (Honey)
MUGUET AMBRE
NARCISSE
NARCISSE BASE
(See Orantol)
NEROLI ARTIFICIAL SUPER
NEROLI ARTIFICIAL O. F.
(over flowers)
NEROLI ARTIFICIAL
(For Soap)

ORGANOL
ORANTOL (Base for Narcisse and Orangeflowers)
OROSOL-ROSE
PERUAL
PINK EXTRA
ROSE: CENTURY, DAMASK,
OTTOMAN, PERSIA, etc.
STYRAX ESSENCE
SWEET PEA
TREFOLA
TREFELINE

J. Batzouroff & Fils

Sofia, Bulgaria

Pure Otto of Rose

Distilled by us at

KARNARE

KALOFER

KARLOVO

"It is no empty expression of praise to say that this plant is not only a credit to this particular house, but to the Bulgarian rose industry as a whole." —Perfumery & Essential Oil Record, London, August, 1925.

Exclusive Agents for United States and Canada

GEORGE LUEDERS & CO.

427-429 Washington Street, New York Branches: Chicago—San Francisco—Montreal

Established 1845

THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 184A.

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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



Manufacturing Chief Chemists Everywhere Specify Synfleur Materials.

WHY? JUST

Because they invariably give the best results.

Because they are scientifically made.

Because they are absolutely pure.

Because they are absolutely 100% uniform.

Because they offer the very best quality the world's market affords.

Because they make the manufacturer independent of climatic crop conditions always accompanied by serious fluctuations.

Because every Synfleur material has been critically tested for its quality, its purity, including its olfactory value, and every impurity, even in the slightest traces has been eliminated.

And last but not least

Because Synfleur American-made products are immediately available with intelligent suggestions as to their employment so as to unfailingly obtain the maximum of efficiency at the minimum of cost.

Synfleur materials are not an experiment---they are not an accident or a war reaction. Since 1889 Synfleur trade mark and Synfleur productions have triumphed the world over.

Don't wait for a salesman...Quality, Synfleur's only salesman must be searched for...it must be sought like all commercial opportunities. We sell to the manufacturing trade direct...not only at a monetary remuneration to the manufacturer but with insured efficiency. We render service ...not by oratory statements but written facts, which can be referred to at any time. Synfleur signature and Synfleur's trade mark standardize any line. Proof? Get in touch with us...delightful satisfaction will please you. See next pages for valuable suggestions.

Synfleur Scientific Laboratories, Inc.



Synfleur Scientific Caboratories. Inc.

M. Upshur von Isakovics, Pres. and Treas.
Monticello, New York, U. S. H.



THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 184B.

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Synfleur Quality REG. U. S. PAT. OFF

Standard Perfume and Flavoring Materials Manufactured in the United States of America

Che Right Fixative

contributes in no small measure toward the success of any perfume.

Cincture Perse-Synfleur is the Ideal Fixative

which can be used in any, even the most delicate odors of any floral type with entire satisfaction. In liquid perfumes it imparts a more powerful fixing effect than materials of other types. Dissolve one ounce in two pints Spirit, then use from one to four ounces of the solution per gallon of perfume.





Pounds - \$31.00 Trial ounces - 2.15

mallon of perfume. Pot Tri

in many modern odors...they not only contribute the charming "mossy" character when used in small proportion but act as powerful fixatives as well. Mousse de Chene Synfleur imparts the well known Oak Moss effect. Mousse d'Orients Synfleur produces ideal Oriental Moss effects in all oriental perfumes. Mousse de Perse Synfleur imparts a novel odor note, a distinctive Persian effect ...that luxuriant dreamy after odor reminding of "Arabian Nights."

Synfleur Materials are Popular Wherever Perfumes are Manufactured



Pounds - \$45.00 Trial ounces - 3.05





Pounds - - \$36.25 Trial ounces - 2.50

m Isakovics, Pro

kelle, New York, il. s.



Pounds - - \$40.00 Trial ounces - 2.70



Synfleur Scientific Caboratories. Inc.

Tounded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. A.

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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



The charming flowery sweetness of Synfleur Materials always insures a perfect product, they create business.



The intense richness of Flowers of India. Most powerful and sweet.

Pounds - - - \$54.00 Ounces - - - 3.60



The Lilac Blossom oil which produces the finest toilet powders.

Pounds - - - \$11.55 Ounces - - .95



The charming honeylike sweetness of fresh Locust flowers.

Pounds - - - \$32 00 Ounces - - - 2.20



The lovely fragrance of Parma Violets—always popular.

Pounds - - \$57.50 Ounces - - 3.80

Once used---always used
Synfleur Quality insures success



Synfleur Scientific Caboratories, Inc.

Tounded 1889, by Alois von Isakovics

M. Upshur von Isakovics, Pres. and Creas.

Monticello, New York, U. S. A.



THE AMERICAN PERFUMER - SYNFLEUR INSERT No. 184D.

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Synfleur Quality

Standard Perfume and Flavoring Materials Manufactured in the United States of America



The exquisite softness produced by utilizing
Synfleur Materials creates finished
products above competition.



The richest Oriental Rose effects—the fragrance of the living flower.

Pounds - - \$40.00 Ounces - - 2.70



The softness of the Jack Rose, delightful in Creams and Toilet Articles.

Pounds - - - \$28.50 Ounces - - 2.00



Produces charming effects in perfuming Talcum Powders.

Pounds - - \$17.25 Ounces - - 1.30



The delicate and so refreshing perfume of the sweetest Spring Flowers.

Have you received a copy of Synfleur's latest

Market Report? Write for one. You will thank us for the hint.



Synfleur Scientific Caboratories, Inc.

Tounded 1889, by Alois von Isakovics
M. Upshur von Isakovics, Pres. and Creas.
Monticello, New York, U. S. A.





We shall be found well qualified to serve you.



METAL PACKAGE CORPORATION OF N.Y.
Sales and Executive Offices: 110 E. 42 nd St. NewYork City
Opposite Grand Central Terminal Plants New York City, Baltimore, Brooklyn. Chicago Office 64 West Randolph Street.



Société Anonyme des Etablissements
ROURE-BERTRAND FILS
LARAGNE (France)

GRASSE

BOUFARIK (Algeria)

THE HIGHEST QUALITY

JASMIN and TUBEROSE

CONCRETES from Pomades (concrete entrated pomade washings, free from centrated pomade washings, free from the concrete entrated pomade washings, free from the concrete entrated pomade washings, free from the concrete entrated pomade washings, free from the first time in 1873 at the Vienna Exposition. The reputation of Roure-Bertrand Fils received world-wide recognition from that time.

The House owes this renown to the high and uniform quality of its products; the excellence of its processes of manufacture; the perseverance in its research work; the strictness of its business principles.

Work, science and experience have enabled Roure-Bertrand Fils to supply the best products at the most advantageous price—and it is its rectitude in its commercial relations that enables it to make true friends of all its customers.

ROURE-BERTRAND FILS, Inc.
461 Fourth Avenue

New York

Société Anonyme des Etablissements
ROURE-BERTRAND FILS
LARAGNE (France)

GRASSE

BOUFARIK (Algeria)

OIL LAVENDER Flowers

OUR House has no recourse to any intermediaries: the oil that it offers is either of its own distillation, or distilled for its sole account under its own supervision—insuring uniformly high quality.

We have a special staff organized for the production of this oil—the quantity produced and marketed in this way makes the cost of production so low that, with our moderate profit, we are always in a position to offer this oil at the lowest possible price.

Therefore we feel certain that those buyers who properly consider quality, as well as price, will find our offers advantageous to them.

ROURE-BERTRAND FILS, Inc.
461 Fourth Avenue

New York



COLLAPSIBLE TUBES for all purposes. Pure tin, tin coated or lead. Plain and decorated.

SPRINKLER TOPS of every variety—plain and plated.

White Metal Manufacturing Company

Chicago Representative
McBRADY BROTHERS, Inc.
Francisco Ave. & Lake St.

Hoboken, N. J.

Detroit Representative
M. STEVENSON
305 Donovan Bldg.



ACH co-worker in the organization is a salesman of his part in the service which this firm renders—a salesman of the highest type. Every department is staffed by specialists thoroughly equipped to solve practical problems relative to the perfume industry. By reason of this *splendid* cooperation inspired by the thorough confidence they feel in an organization whose policies they know are honorable, and whose product is honest, facilities have been developed whereby orders are executed with a degree of rapidity and efficiency not a concomitant of short experience or lack of proper co-ordination. That such confidence is infectious may be inferred from the large and growing number now drawing their supplies from our stock of perfumers' raw materials of irreproachable quality in

ESSENTIAL OILS—Schimmel & Company's standard.

AROMATIC CHEMICALS — Aromatically and scientifically correct.

FRITZSCHE BROTHERS, INC.

A Few of Schimmel & Company's Specialties of Outstanding Merit:

Benzyl Acetate, Free from Chlorine:

One of the least costly yet most indispensable perfume ingredients. It is not sufficient merely to state that a Benzyl Acetate is *free from Chlorine*. To know the other valued factors of pungent sweetness and great strength without trace of by-odor, in the highest possible form, you should become acquainted with this Schimmel product.

Citronellol:

We firmly believe that this invaluable Rose Alcohol cannot be produced of more exquisite quality.

Phenyl Ethyl Alcohol:

Another of the Rose Alcohols which stands forth on its own merits with a degree of luxurious perfume *scientifically correct* which cannot possibly be excelled.

Phenyl Acetaldehyde 50% Strength:

The flowery sweetness of this universally employed adjunct is full strength, free from the result of polymerization with consequent loss of aldehyde content, so commonly met with.

Para-Kresol-Methyl-Ether: Paracresyle Acetate:

The presence of by-products seriously interferes with the intense flowery effect these bodies *should give*. Scientific accuracy is responsible for the favor with which Schimmel & Company's product has been received by the manufacturing perfumer.

The *results* these will give in your perfume compositions will make the *cost* of secondary importance.

Sole United States and Canadian Representative of

SCHIMMEL & COMPANY Miltitz, Germany

CHAUVET & COMPANY Cannes, France

FRITZSCHE BROTHERS, INC.

82-84 BEEKMAN STREET, NEW YORK, N.Y.



We are the largest producers in the United States

of

DIETHYL PHTHALATE

Over 99% Ester

for

Denaturing—Medication—Perfumery

Write for Samples and Prices

Stock Carried at Chicago, New York and Cincinnati



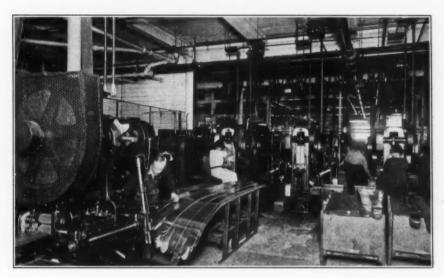


Cincinnati New York
501 West 64 St. 244 Pearl St

925



NEARLY A CENTURY IN BUSINESS



Blanking Machines

After the tin taken from the store room in pig form, has been melted, cast into plates and put through the rolling mill it is carefully examined to assure a perfect blank for a perfect tube. The blanking machines punch out the blanks from which the tubes are made, the size and thickness of the blanks being governed by the diameter and length of the tube required.



A. H. WIRZ, INC.

Collapsible Tubes - Metal Sprinkler Tops

Established 1836

CHESTER, PA.

Incorporated 1914

NEW YORK OFFICE 30 East 42nd Street Phone Murray Hill 3447

CHICAGO OFFICE Jackson & Michigan



Progress and improvements brought about by the processes patented by our firm in the extraction of flower oils, etc.

1904 Patent: Extraction of floral oils by the solvents through a rotating mechanism, reducing thereby hand labor and quantity of solvent used.

1913 Patent: Apparatus specially devised for the quick distillation and concentration of the solvent and floral concrete mass. This process lowers the distillation temperature of the solvent, thus reducing to a minimum space of time the deteriorating influence of heat on the solvent and floral concrete mass in driving the solvent off

1913 Patent: Suction contrivance for removing the flowers from the frames in the production of pomades through the cold enflurage process.

the concrete.

The advantage of this process lies in the enormous saving of time, and hand labor thus effected, and also in its cleanliness. Formerly the flowers were picked from the frame by hand.

1917 Patent: Utilization of charcoal in the extraction of floral oils; the flowers are being given a longer span of life, and yield a more intense and delicate perfume than known heretofore. 1918 Patent: For an apparatus called Evapolfactometre, used in research laboratories for the detection of components of perfumes or blends, and based on the different volatility of oils at different temperatures.

1919 Patent: For the extraction of floral oils by immersion and infusion in fats, in closed vessels, in vacuo, and by agitation.

The advantage of this process lies in a greater permeability of the flowers, increased yield, reduced manipulation and hand labor.

1923 Patent: For the extraction of floral oils after total desiccation through mechanical pressure or chemical water absorption; from the floral water thus obtained the aromatic constituents are recovered. The advantage of this process is a much greater yield.

1923 Patent: Extraction of the perfume of the flowers through hygroscopic bodies. The yield obtained surpasses anything known up to now.

MANAGER NEW YORK BRANCH; C. H. BOURGUET, B. Sc.

CHICAGO REPRESENTATIVE
NEUMANN-BUSLEE & WOLFE, INC.
321-323 N. SHELDON ST.

, 1925

WHEN your good product is in the window, on the counter or shelf, it is in competition with other good products. $\mathcal{H}_{\mathsf{OW}}$ good is your package?

Is it worthy of your product? Can it be improved?

Ask us!

245-261 Hollenbeck St.

BOSTON William G. Ahern, 40 Court St.

CHICAGO Chas A. Rindell, Inc., 64 W. Randolph St.

NEW YORK Wm. H. Green, 469 Fifth Ave.

CARESTANDE CONTRACTOR OF THE C

A thin puff with a soft edge for Compact Powder boxes.



U. S. Pat. No. 1,530,547

Details and prices on request MAURICE LÉVY

"Better Powder Puffs"

Factories: New Rochelle New York New York Office: Hygienol Building 120-122 W. 41st Street BER, 1925

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To the Ladies

The final selection of the package in which you market your product is left entirely to the ladies.

Your container makes the initial appeal to these millions of purchasers of talc powder, bath powder and other toilet accessories—therefore it should be the most attractive, most adaptable and most saleable package you can get.

Above all, it should be in strict keeping with the high quality of the goods it contains.

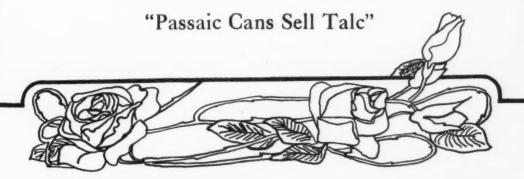
Our experience, of over twenty years, in supplying quality containers to a most discriminating clientele is proof positive that PASSAIC Cans are the last word in packaging.

That you may better appreciate the point we are making, a sample can will be gladly sent you upon request. Simply tell where and to whom to send it.

Passaic Metal Ware Company

Passaic

New Jersey



As the ship plowed up Chesapeake Bay HEELEPHONED



A HUSTLING Baltimore commission merchant received word that a ship-load of fruit consigned to him had passed Norfolk light on its way up Chesapeake Bay. This, to a commission merchant, was the signal for immediate action. By telephone over Long Distance to customers and prospects in West Virginia, Ohio, Pennsylvania and New York towns, he succeeded in selling

the entire consignment of fruit before the vessel docked at Baltimore!

long distance telephone is used to make some buying or selling record that seems phenomenal. Is there a shipment of goods coming that should be disposed of? Have you raised or lowered prices? Is there some new product just ready for the market? Is there some man or concern in a distant state that should buy, or buy more, or pay what is owed? Turn to the long distance telephone for results.

No transaction is too large or too important to be handled by telephone, and at a vast saving of time and expense. Most concerns in all lines of business could use Long

In thousands of instances daily, the Distance as they now use the local telephone. The rapid increase in long distance calls shows how many people are discovering that the telephone can serve them over states and the nation as it formerly served them over counties.

> Ask the Commercial Department of your local Bell company to investigate your business and show you new ways in which Long Distance can serve you. There is no charge for such a survey. In the meantime, what far-away buyer or executive do you want? Your telephone will get him, just as surely as it now gets the man in the next town or in the next block. Number, please?

BELL LONG DISTANCE SERVICE



The perfect means for imparting to perfumes & toilet preparations the superb fragrance of the Jasmin flower - Bruno Court's Jasmin Concrete F

Exclusive American Agents

MORANA INCORPORATED





THE quintessence of elusiveness is that soul of the flower—Fragrance. This the flower oil holds captive for the perfumer, permitting him, by his subtle and manifold arts, to re-incarnate it in the alluring products that he prepares for the gratification of Milady's greatest desire.

Many factors enter into the process of capturing the fragrance of the flower. Each factor exercises an important influence upon the character of what may be properly called the intermediate product, the flower oil, and, in consequence, upon the quality of the product that is destined to give the soul of the flower its ultimate release.

Into the flower oils of Bruno Court enters the accumulated knowledge, garnered from over a century's experience, of the manipulation and control of the many factors, the sum total of which eventually results in the means whereby the perfumer is enabled to impart to his products Nature's fragrance. The odor value of Bruno Court flower oils—and by odor value is meant not only strength but as well the natural note in the full flower of its fragrance—reflects the absolute expression of every factor embodied in the process of manufacture.

The masterpieces of Michael Angelo are the expression of the artist's philosophy that he epitomized in the epigram. "Trifles make perfection, but perfection is no trifle." The same thought animates the house of Bruno Court as indicated by the phrase used in these pages by one of its principals: "There are no short cuts to quality."





The Products of Bruno Court

Pomades Extra Saturees and Concretes F: Cassie; Jasmin; Jonquille; Lily of the Valley; Orange; Réséda; Rose; Tuberose; Violet.

Absolute Oils of Flowers: Cassie; Orange; Jasmin; Oak Moss; Réséda; Rose; Violet.

Vert de Violet.

Resinoids: Orris Florentine; Cloves; Oak Moss.

Essential Oils: French Spike Lavender; Geranium Rose de Grasse Extra; Geranium Rose de Grasse sur Roses; Lavender Cultivated Extra, 40 per cent Ester; Lavender Mont Blanc, 38 per cent Ester; French Mint, twice rectified; Neroli Petals Extra; Petitgrain Bigarade de Grasse Extra; French Rosemary Extra, for Eau de Cologne; Orris Butter Florentine Extra; Orris Liquid Florentine Extra; Verveine Cultivated; Patchouly Extra, our own distillation; Vetivert des Indes, our own distillation.

Floral Waters: Jasmin; Orange; Rose.

Olive Oil.

It will give us much pleasure to send samples and prices of any of the foregoing products promptly upon request.





IN his well-known work, "Perfumes and Cosmetics," Poucher, one of the leading authorities on perfumers' raw materials, says about rhodinol that "the odour value of the product differs with the source of supply, but the best and most expensive samples approximate more nearly to that of Otto of Rose than any other single perfume."

The foregoing implies the invaluable nature of rhodinol as a medium with which to counteract the well-nigh prohibitive cost of Otto of Rose that now stares the manufacturer of perfumes and toilet preparations in the face. Furthermore, it makes plain the reason for the differences in odor values between various brands of rhodinol.

The velvet-like Rose note of Rhodinol Absolute, which approximates so closely the odor of Otto of Rose, indicates (first) the source of the product, and (second) the entire absence of blending.

Rhodinol Absolute is the unblended active perfuming principle distilled from Geranium, the acknowledged source of the finest and rosiest types of rhodinol. It is the very "heart of Gera-

nium," as it consists only of those fractions, limited in number, that embody the rosy note without trace or suggestion of either harshness or by-odor.

Rhodinol Absolute may be used as a diluent of Otto of Rose without fear of any let-down whatever in the quality of the completed product; it maintains the original Rose note in the full flower of its fragrance.

In testing the working sample of Rhodinol Absolute that we will be glad to send upon request, without charge, we suggest that its odor be compared with that of Otto of Rose. While this is the severest test to which Rhodinol Absolute can be subjected, yet it is the only test that will demonstrate the availability of a rhodinol as a diluent of Otto of Rose.





MORANA IRINES—Methyl Alpha Irine, Methyl Irine, and Irine Extra Pure—reproduce the delicious aroma of the Violet with remarkable fidelity, the charming and appealing sweetness of the flower being rendered without the slightest suggestion of a chemical by-odor, or of any other foreign note, to mar its exquisite character. The flawless quality of Morana Irines demonstrates the high point to which their purification has been carried as well as their entire freedom from blending with other bodies after distillation.

Methyl Alpha Irine, with its desirable suggestion of raspberry, is indispensable in the finest and most refined types of those bouquet odors in which the floral note predominates. In out-and-out Violet compositions, in which the natural note must be rendered immaculately, it is, of course, invaluable.

Methyl Irine, on the other hand, is more adaptable to what may be called "straight" bouquet odors; that is, bouquet odors in which the dominant note suggests the entire gamut of fragrances that the perfumer has at his disposal rather than merely a limited group, as in the floral bouquets. In a sense, Methyl Alpha Irine and Methyl Irine are twins; yet the subtle difference be-

tween them entitles them to being side-by-side in the perfumer's laboratory.

Irine Extra Pure, being lower in price than either of the foregoing Irines, makes possible the inclusion of an exceptionally high type of Violet note in those grades of perfumes and toilet preparations in which, because of low selling prices, quality is all the more necessary.

Experiments with working samples of Methyl Alpha Irine, Methyl Irine, and Irine Extra Pure, which we will gladly send upon request without charge, will effectively and convincingly demonstrate the exceptional value of these products and their applicability to perfumes and toilet preparations of all types and grades.



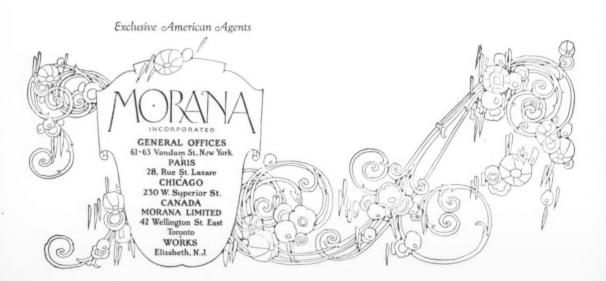


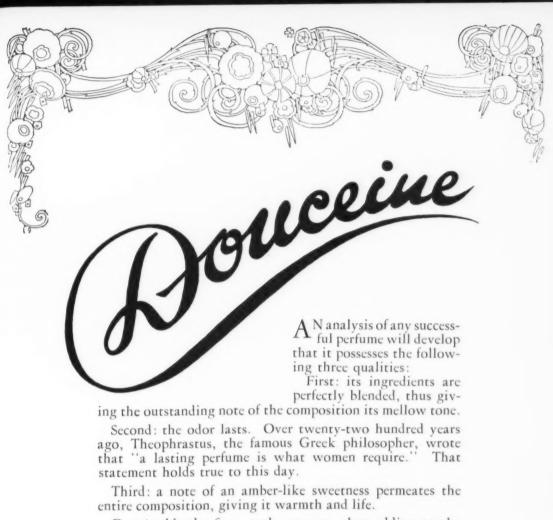
Citrus Oils

THE house of Rognetta has long been recognized as the leading source for the highest quality of Bergamot, Lemon, Orange, Mandarin, and other citrus oils. Where quality rather than price is the first consideration, Rognetta oils are invariably given preference by the discriminating buyer.

Bergamot is an outstanding Rognetta product—one that epitomizes all of the characteristics that have given Rognetta citrus oils their enviable reputation. Its purity—its high ester content—and its body give Bergamot Rognetta a range of applicability that is, of necessity, lacking in a product of inferior quality.

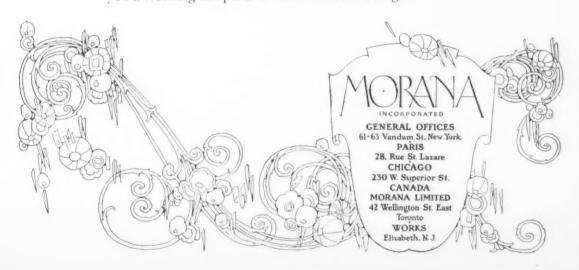
Bergamot Rognetta is a product that is decidedly worth-while getting acquainted with. Samples of it and of other Rognetta citrus oils will be sent promptly upon request.





Douceine blends, fixes, and sweetens, thus adding to the composition the three qualities that are essential to its success.

Make this test: compare a composition to which you have added *Douceine* with one without it. The result will speak for itself. To help you make this test, we will gladly send you a working sample of *Douceine* without charge.

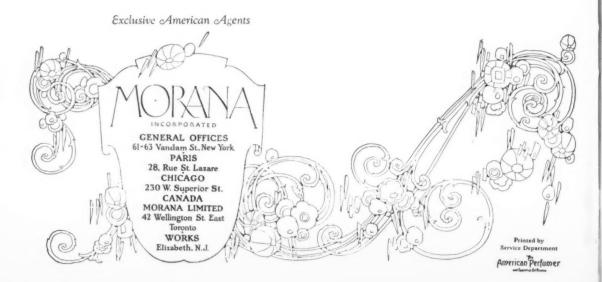


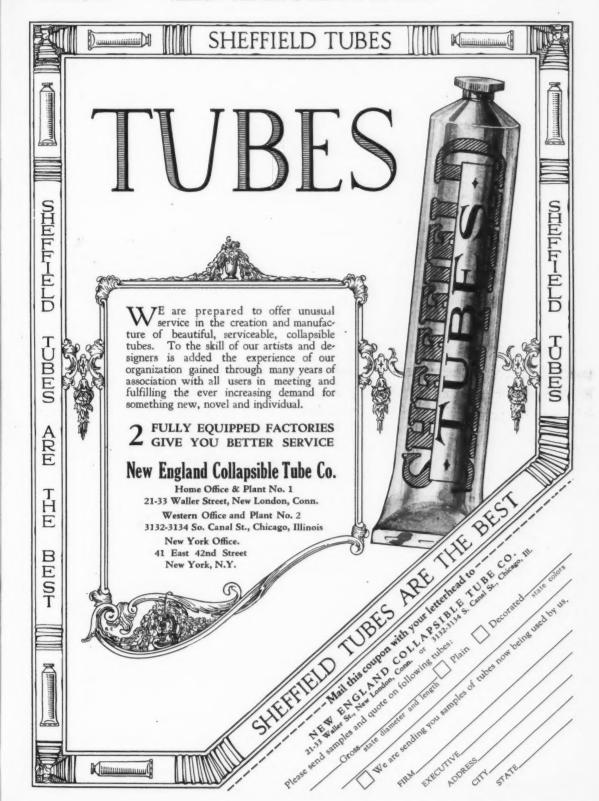
Otto of Rose

In view of the prevailing price situation, the significance of the brand name of an Otto of Rose is today of even greater importance to the consumer than heretofore.

Otto of Rose CXC, distilled exclusively by Christo Christoff, has for years enjoyed the implicit confidence of the leading American and foreign perfumers. Year after year it strengthens its hold by its undeviating adherence to the high standard originally established for it. It is the generally accepted measuring stick by which Otto of Rose is judged.

Today more than ever it behooves the consumer of Otto of Rose to compare qualities before buying. We invite that test for Christo Christoff's Otto of Rose CXC and will gladly, upon request, send samples for that purpose.





New Synthetic Flower Oils

Ambre Powder Aurantine Aurantine Savon Benol Centiflor Chevrefeuille Chyprol Cytheria Ciprice
Dianthus Flor
Floreal
Giroflee Flor
Lilas Flor
Lilas No. 72
Lyrose
Muguet Flor

Narcisse Flor Oeillet Flor Opoponal Original Flor Real Violet Rose Safranos Rose Rouge Sweet Pea Flor

Specialties

Ambrettol (Musc Ambrette)

Heliotrope Concrete
Oleo Musc

Rose Alpine
Tilleul (Hydroxycitronellal)
Vanilline

Violette: Alpha, Beta, Keton, Methyl Geranium Leaves artif.

Acetate Eugenol I fixateurs Acetate Isoeugenol modernes Acetephenone Aubepine Benzyl Benzoate Bouvardol Cinnamic Alcohol from Sytrax Citral chim. pur Citronellol Civet Liquid Cyclamol Eugenol Geraniol Geranylacetate Geranylformiate Jasmin No. 74

Jasmone Isoeugenol Irisolette pure 100% Linalool Linalylacetate Linalylformiate Methylanthranilate Neroli synth., M & B Phenyl Ethyl Alcohol Phenyl Ethyl Benzoate Phenylacetaldehyde Rodinol Salicylate of Amyl Skatol 100% Violet Blanche (Methyl Heptine Carb.)

Our Jasmin Flor is a perfect substitute for Natural Jasmin. Our Jasmin Flor contains no Natural Jasmin. Our Jasmin Flor will not discolor perfumes, toilet waters or creams.

Our price is very attractive.

Jasmin Flor



TH. MÜHLETHALER, SOCIETE ANONYME Nyon, Switzerland

Exclusive Representative in the United States and Canada

Orbis Products Trading Co., Inc.

215 Pearl St., New York

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Supreme Rose
Absolute Rose
Concrete (Solid) Rose
Eau de Rose Quadruple
Supreme Orange
Supreme Fleurs de Oranger H.O.
Absolute Orange
Concrete (Solid) Orange
Absolute Feuilles de Oranger H.O.
Eau de Fleurs de Oranger Quadruple
Supreme—Immortelle
Supreme Jasmin

Natural Flower Essences Absolute Supreme

We guarantee our Absolute Flower Essences to be Absolutely Pure.

They are the pure oil extracted from the flower.

They are not fortified to increase their strength.

They do not contain any solvent (Diethyl Phthalate), etc.

The addition of a solvent in flower oils does not increase the strength.

The addition of a solvent in flower oils is for the purpose of decreasing the selling price.

When you use our Absolute Flower Oils you can always feel assured you are using the Best Obtainable.

-Quotations on Request-

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PARIS 1800

PARILLE DON MARQUE DEPOSER "MARILLE DO"

GRASSE (FRANCE)

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IF you wrote your own specifications, say for Zinc Oxide, and made them stringent and exacting, they could all be met by the quality we deliver—

V. M. ZINC OXIDE, U. S. P.

Lead free, light, fluffy-non foulé-

WRITE as well for TALC, specifying the geologist's ideal,—and the Sierra Talcs would approximate these limits more closely than any other Talc available in commercial quantities.

WRITE for STARCH:—free from acid,—free from alkali, and of unimpeachable purity. The quality we deliver is the particular grade used by French Perfumers in their products, which have compelled world-wide admiration.

AND so on throughout the line—the BARRETT'S QUALITIES are supreme and may be relied upon.



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Pure Block Tin, or Lead



HERE are few people indeed who are not attracted by a well decorated collapsible tube.

Could anything be more logical than the selection of color and design to carry your advertising message?

Lithographed tubes with their prominent display of design and color, enhanced by finely wrought design and workmanship, secure that favorable attention which stirs that buying impulse,—not alone at the time of original purchase, but as long as the tube lasts.

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The Montmarte

Well-known Swinging Mirror, double and triple vanities. Refillable rouge and powder compact. Triple vanity complete with Lip Rouge.

La Ranee

Twin Vanity, neat, thin, with easy opening loose face powder compartment and refillable rouge section.



Trece Vanities add just that touch of charm to your product that is so essential in aiding milady to make up her mind in selecting one particular brand.

We are always glad to cooperate with reputable manufacturers in the creation of sales producing packages.

May we show you samples?



The Trece
130 Willis Ave.,

La Belle

A brand new single with loose face powder shell, easily refillable and holding an ample supply of powder. This number bids fair to become extremely popular. 

Are Good Sales Producers

La Ranee Jr.

A single, complete with compact powder or loose face powder shell. This number has interesting sales possibiliTrece Oval Rouge

Adeparture from
the old style
round package.
A small neat flat
package holding
a generous supply of dry or
paste rouge or
compact powder.



Trece Rouge and Powder Compacts are uniformly of the highest quality. They contain just the right amount of adhesiveness, the soft velvety texture and the natural coloring that milady demands.

In complete packages under your own private brand, they are quick first sellers and certain repeat sales getters.

Laboratories New York City

Beaux Arts

A new double vanity of minimum height and maximum appeal—exclusively a Trece Number.



Mysore Government Sandalwood Oil

Sole Distributors

ESSENFLOUR PRODUCTS LTD. MYSORE (S. INDIA)

Distillers of Essential Oils and Manufacturers of Perfumery Products



These Labels are Your Guarantee of Genuine Sandalwood Oil

Most of the genuine sandalwood and all of the best sandalwood grows within the borders of the Mysore State, and is a Government monopoly. No wood is sold and none is distilled except under state supervision. The only sandalwood oil recognized either by the U. S. P. or B. P. is that distilled from the wood of Santalum Album (Fam. Santalacea). As a result, nearly all the Sandalwood Oil used today, is supplied by the Mysore Government directly or indirectly.

The Mysore Government distills and sells only one grade of Oil, a strictly pure genuine Sandalwood Oil put up in distinctive cans and cases, labelled and serially numbered. Oil supplied in other styles of containers may be U. S. P. but we can accept no responsibility for its genuineness or its freedom from adulteration. The buyer who specifies Mysore Oil should receive it in original containers and is then absolutely protected. This oil we offer exclusively in labelled containers. Further protection is insured by the smaller label placed over the cap. This label is numbered and a complete record of each case shipped is kept by us.

From the fact that the price of Mysore Oil in original packages is quoted at a higher figure than the so-called U. S. P. oil it is evident that the former is accepted as the standard of quality while at the same time some reflection is cast on the probable genuineness of the latter. On this point we can only repeat that the purchaser of original Mysore packages is sure of what he is buying.

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FROM THEIR OWN FLOWER FIELDS HEINE & CO., EXTRACT THEIR FLOWER ABSOLUTES, AND FOR THAT VERY REASON ARE IN A POSITION TO SUPPLY ABSOLUTE FLOWER OILS OF THE HIGHEST PURITY.

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JASMINETTE WHITE

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JASMINE COLORLESS 151

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Is the cost of your Jasmine absolute too high in your formula? Try our above Heiko Bases in conjunction with the absolute, and retain the strength and character—at the same time not increasing the cost of your formula.

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These

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Rose "C"

Lilac "C"

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Aromatic Chemicals of superior Quality

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are natural, highly concentrated Extracts, pure as to odor principle, obtained from rare gums, balsams and scented woods. They are semi-liquid, clearly soluble in all solvents and essential oils without the aid of heat.

They can be directly incorporated in soap stock.

They give the decided effect in the modern perfumes, the fine roundness and fullness of after effect, so much liked and looked for. They fix powders and creams especially well and are very durable in soaps.

Our

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GALBANUM GUM
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LABDANUM, vert
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Synthetic Bases

Violette Rhodia Extra Superior 100% Alpha

Represents Ketone Violet, alpha isomeride, in a chemically pure state. Possesses the maximum of sweetness and delicacy.

Linalyl Acetate Extra

This quality is especially produced for superfine perfumery and is recommended for its purity and delicacy of aroma.

Rhodinols I and II

Represent the principal ingredients of the natural rose oil, the Rhodinol II being of greater delicacy and more highly concentrated than the Rhodinol I.

Jacinthe Fleurs

A perfume of exceptional strength, reproducing the exquisite odor of Hyacinth. Desirable for use in Lilacs, in extracts, soaps, etc.

Tilleul Extra Concentrated

(Hydroxycitronellal) A very powerful base, suitable for all compositions.

Also Sole Distributors for J. and E. Sozio Manufacturers of Natural Essences

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fumer

IRISZONE

(Reg. U. S. Pat. Off.)

In the heavier type of scents where a fresh vio-orris halo is desired but where most ionones are not quite satisfactory the perfumer commonly turns to IRISZONE to give him the looked for resultant.

Every step in the delicate scientific process of preparing the methyl-ionone base for IRISZONE is carefully controlled and the super-purification thus attained gives to IRISZONE its inimitably clear farewell note.

IRISZONE is not a novelty or an experiment. Its usefulness has been plainly demonstrated during the many years it has been on the market. Its popularity has been constantly on the increase and with many perfumers it occupies a niche which no other ionone derivative can fill.

Ungerer & Co.

New York

Vidal-Charvet



ROSE BULGARIE

A synthetic Otto of Rose of marked beauty. It closely reproduces the distinctive characteristics of the natural product.

Offered in place of it, but can be successfully used with it; in both cases at greatly reduced cost.

Final result: A Rose product scientifically produced, of deep, flowery and lasting strength, costing less than one-third of the natural.

SYNTHETIC AROMATIC CHEMICALS

(Rose products)

PHENYL ETHYL ALCOHOL

One of the main constituents of the Natural Attar of Rose.

PHENYL ETHYL ACETATE

Has the sweet, refreshing and somewhat fruity odor of fresh Rose leaves.

PHENYL ETHYL PROPIONATE

Similar to the Butyrate, but more mellow. Added to Rose blends, it will impart the sweet, refreshing, yet soft perfume of the Red Rose; also essential ingredient for fine Strawberry and Peach Flavors.

PHENYL ETHYL PHENYL ACETATE

A crystalline product, having a faint, rose-like odor and possessing great fixing qualities; useful in Rose, Jonquil and Narcisse blends.

PHENYL ETHYL BUTYRATE

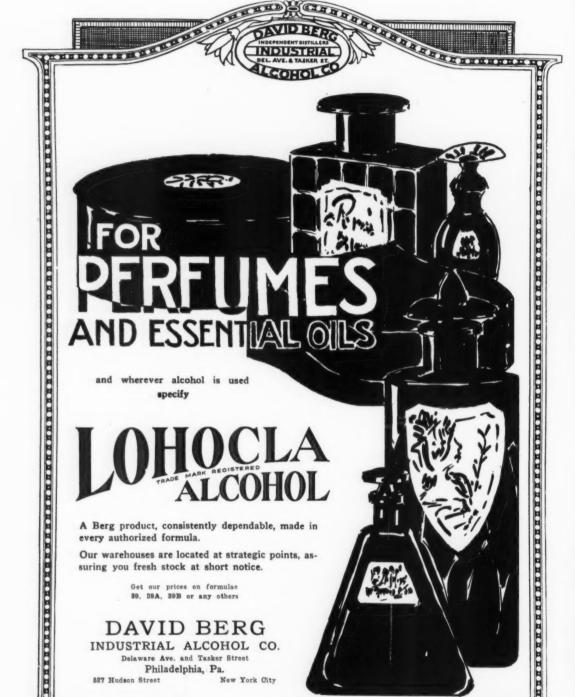
On account of its high purity, the product has a strong odor of freshly cut Rose leaves. Used in Raspberry Flavors it will improve both aroma and flavor.

GERANIOL ROSE
CITRONELLOL, extra pure
RHODINOL ROSE

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MANUFACTURING CHEMISTS
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A Berg product, consistently dependable, made in every authorized formula.

Our warehouses are located at strategic points, assuring you fresh stock at short notice.

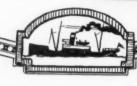
> Get our prices on formulae 39, 39A, 39B or any others

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INDUSTRIAL ALCOHOL CO.

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GRASSE (A.M.)
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Otto Rose again up,

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Time has shown that our semi-natural Ottos

'Flora' Rose des Alpes 'Flora' Rose d'Orient S.

appear to be those best suited in every respect to take the place of the natural article without detriment to the finished product.

Ask for samples

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Our bottles are made only from covered pots, thus insuring highest quality and brilliancy.

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Main Office and Factory

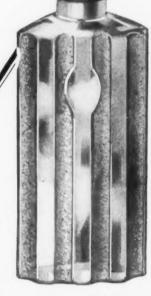
Millville, N. J.

Established 1903

Established 1903

New York Philadelphia

Boston Chicago



6 dram. No. 816 Stopper No. 1022



1 oz. No. 819 Stopper No. 1032





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This specialty, produced by L. Givaudan & Cie., is internationally known, and has assisted measurably in creating some of the most successful and finest perfumes throughout the world.

The persistent, oriental note of **SOPHORA** is very popular and much in demand at the present time.

SOPHORA blends well with Lily, Lilac, Jasmin, Rose and specialties of the Bouvardiol and Melittis type. When SOPHORA is associated with Laurine, Phenyl Ethyl Alcohol, Phenylacetaldehyde, and Cinnamic Alcohol, a very interesting effect can be obtained.

If you are not familiar with this specialty, we will send you a sample. We know **SOPHORA** will improve your products wherever the effect of a French or oriental creation is desired.



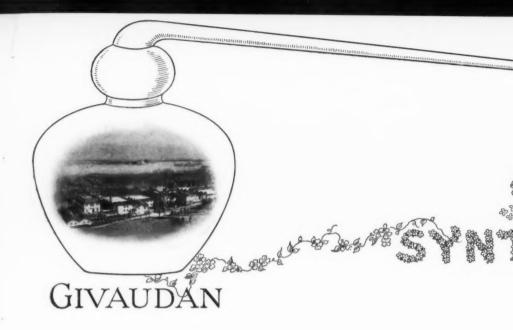
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Acetephenone
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Aldehydes aliphatic, 100%
(C-8, C-9, C-10, C-11, C-12, C-14
and C-16)

Amyl Salicylate Aubepine Benzaldehyde Benzophenone Benzyl Acetate, Extra, 99% ester Benzyl Benzoate F. F. C. Benzyl Propionate Benzylidene Acetone Brom Styrol CinnamicAldehydeF.F.C. Cinnamic Alcohol 100% Cinnamyl Acetate Citral 100% Citronellol Citronellyl Acetate

Coumarin Crystals Cuminic Aldehyde Diethyl Phthalate Dimethyl Anthranilate Dimethyl Acetephenone Dimethyl Hydroquinone Diphenyl Oxide Ethyl Anisate Ethyl Cinnamate Ethyl Phenyl Acetate Eugenol Fineol (Peach aldehyde) Folione Geraniol, all grades Geranyl Acetate Geranyl Butyrate Heliotropine Crystals Homo Quinoleine HydroxyCitronellal100% Indol 100%

Irisone Alpha 1009 Irisone Beta 100% Irisone Gamma 10 Iso Butyl Benzoate Iso Butyl Phenyl A Iso Butyl Salicylat Iso Eugenol, Extra Laurine, 100% Linalool from Bo Rose Linalyl Acetate Methyl Anisate Methyl Acetophen Methyl Anthranila Methyl Anthranila Methyl Methyl Benzoate Methyl Cinnamate Methyl Coumarin

Irisone Pure 100%

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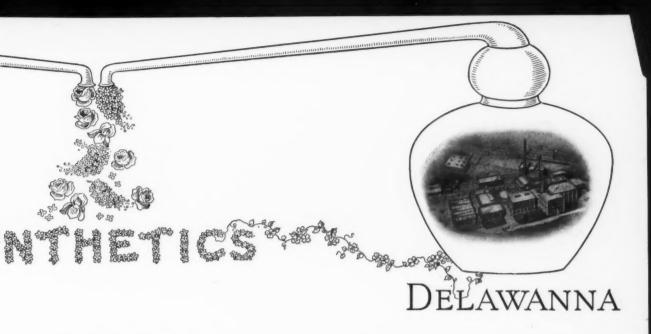
Methyl Eugenol

45

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bha 100%
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Benzoate
Phenyl Acetate
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from Bois de

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enzoate nnamate oumarin ogenol Methyl Iso Eugenol Methyl Heptin Carbonate Methyl Para Cresol Methyl Phenyl Acetate Musk Ambrette 100% Musk Keton 100% Musk Xylol 100% Neantine Neo-Folione Nonyl Acetate Oranger Crystals Octyl Acetate Para Cresol Acetate Para Cresol Phenyl Acetate Phenyl Acetaldehyde

Phenyl Ethyl Propionate Phenyl Propyl Acetate Phenyl Propyl Alcohol Phenyl Propyl Aldehyde Raldeines (Methyl Ionone) Rhodinol Extra Rhodinol Acetate Safrol Santalol 100% Strawberry Aldehyde Terpineol Terpinyl Acetate. Extra, 90-95% Terpinolene Vanillin Crystals Yara Yara

SOLUBLE RESINS Benzoin Absolute Castoreum Civette No. 40 Galbanum
Labdanum Absolute
Oak Moss Liquid
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Opoponax
Styrax
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Balsam Peru

OLEORESINS

Capsicum Ginger Orris, Florentine Vanilla Bean

TERPENELESS OILS

Bay Lemon Orange Petitgrain

RTON T. BUSH, Inc.

Pure

Phenyl Acetic Acid

Phenyl Ethyl Acetate

Phenyl Ethyl Alcohol

45 JOHN STREET NEW YORK, N. Y.

Aanagers levard

San Francisco Office: MARSHALL DILL 216 Pine Street Montreal Office: STUART BROTHERS 41-43 Place d'Youville

GIVAUDAN-DELAWANNA

PHENYL ACETALDEHYDE

We are pleased to announce that the manufacture of **PHENYL ACETALDEHYDE** by the Givaudan process, has just been started at Delawanna.

PHENYL ACETALDEHYDE, as manufactured at Delawanna, has the following specifications:

Physical Appearance—very thin liquid. Odor—fresh and very strong odor of Hyacinth without by-odors of any kind. Specific Gravity—at 15°C between 1.032 to 1.050.

Purity-92 to 98% Phenyl Acetaldehyde.

The specific gravity is the easiest and most accurate way to determine the purity of this product, specific gravity increasing with polymerization.

PHENYL ACETALDEHYDE polymerizing very quickly, especially in small quantities, we will not supply samples as very small quantities will not give the right idea of the purity of our product.

As the consumer can now buy a pure product freshly manufactured in America, it will not be necessary to order PHENYL ACETALDEHYDE G-D in large quantities as heretofore. Smaller orders, but often, will give the perfumer a product always fresh and of the maximum purity.



BURTON T. BUSH, Inc.

45 JOHN STREET NEW YORK, N.Y.

Chicago Office:
LUM & LEMMERMEYER, Managers
549 West Washington Boulevard

Montreal Office:
STUART BROTHERS
41-43 Place d'Youville

San Francisco Office: MARSHALL DILL 216 Pine Street



He Wants Better Shaving Cream

Sell It To Him

OOD Shaving cream is a very difficult product to manufacture. The lather must be thick, creamy and remain moist and must contain nothing to injure the most delicate skin.

We specialize in making *superior* shaving cream and can offer it to you at most attractive prices in large well-filled tubes, attractively cartoned under your own name and brand—or you may have it in bulk for private packing.

Write for full details of our offer.



COMMERCIAL LABORATORIES

INCORPORATED

Newark, New York State



Antoine Chiris Company



A Factory for the Production of OIL BOIS DE ROSE



We offer OIL BOIS DE ROSE, finest quality, distilled in our factory at Cayenne, French Guiana

The quality of this oil has been improved upon by transporting the Rosewood from the forests to our plant located at Cayenne, instead of distilling the Oil in portable stills in the forests.

On account of the stability of the Oil, in the presence of small quantities of Alkali and on account of its lasting quality, it is especially recommended in BOUQUET PERFUMES for scenting Soaps.

The price has been brought within reach of the buyers of Aromatic Chemicals by our being able to distill the Oil the year round, thereby eliminating non-production during the time when the stills which are situated inland cannot be operated.



The Same Since 1768

CHIRIS

CHICAGO OFFICE

186 North La Salle Street



CHIRIS The Same Since 1768 PRODUCTS

A Policy of direct dealing, combined with the experience and tradition of three half centuries, enables the direct descendant of Antoine Chiris to offer his products to the American trade at the lowest price for the finest quality.

You should know our-Liquid Jasmin No. 1800

This product is considerably lower in price than the Liquid Absolute Jasmin which is made from the concrete.

Liquid Jasmin No. 1800 is often preferred to all other natural Jasmin products for a certain class of finished perfumes. It is produced from our Jasmin Pomade No. 36 and is completely soluble in Alcohol.

> Antoine Chiris was the first to use the patents of the inventor of the method which involves the use of volatile solvents as an extractive agency in the manufacture of floral concretes

CHIRIS Specialties

FLORAL PRODUCTS (Concretes or Absolutes)

RESIN ODORANTES

ESSENTIAL OILS

AROMATIC EXOTICS

SYNTHETIC FLORAL OILS

ESTABLISHMENTS

ANTOINE CHIRIS

> PARIS FRANCE

Our Factories at Grasse, France

ANTOINE CHIRIS COMPANY

147-153 Waverly Place, New York

WORKS:

GRASSE, FRANCE METELINE, FRANCE LA ROQUE-ESCLAPON

BOUFARIK, ALGERIA

ELINE, FRANCE LAO-KAY, TONKIN
ROQUE-ESCLAPON CHUNG-KING, CHINA
FARIK, ALGERIA TAMATAVE, MADAGASCAB
ENNE, FR. GUIANA BAMBAO, COMORES 18.
BT. DENIS, BOURBON 15.
LES HESPERIDÆES, REGGIO, CALABRIA, ITALY

CAYENNE, FR. GUIANA







Famous Old World Products

At the disposal of American Trade

A QUARTER century of contact with the markets of the World enables us to exercise sound judgment in making those selections which form our elaborate stock in trade.

In the assembly of this vast array of Synthetic and Aromatic Products, it has been an inflexible policy to make no sacrifice of quality to any other considerations, hence our claim to a foremost position—one that fully justifies a frequent reference.

A. MASCHMEYER, JR.

AMSTERDAM, HOLLAND

HIGH CLASS SYNTHETICS AND AROMATIC CHEMICALS

Specialties such as:

Mousse Odorante

Principle of French Oak Moss in very concentrated form and almost colourless. Enormous odoriferous strength. Fluid and Concrete.

Jasmin White Extra

This specialty has been accepted as the standard type of Jasmin Oil for over twenty years. It is colourless and will not turn red with age; nor will it alter the colour of compositions with which it is incorporated.



Peach Oil

A material for the manufacture of flavouring extracts. It is also widely used for scenting Creams and Pomades.

Zibethine

The best substitute for Civet on the market today. It is readily soluble and gives a very clear solution. Suitable for Soaps as well as for Perfumery blends. Liquid and Powder.

Sole American Agents

Pfaltz Bauer, Inc.

BRANCHES:

CHICAGO CLEVELAND BOSTON LOS ANGELES SAN FRANCISCO



Terpineol ~

T is seldom that we in the Perfumery Business encounter a product which possesses such unquestionable superiorities as Lienau & Company's Terpineol.

In the manufacture of this Perfume base, Lienau has been successful in eliminating all by-odors without sacrificing any of the true odor strength.

Because of its high odor values and its neutralizing effect on soap fats, it is extensively used as a perfumery agent in soap materials.

Terpineol is guaranteed to be of absolute purity, water white, water free and in every way standard from a Chemical standpoint.

Manufactured by

LIENAU & CO. UERDINGEN

Watch Our Specialty Cards

Terpineless Oils Sesqui Terpineless Oils Oil of Orris Liquid 10 Fold

E. Sachsse & Co. LEIPZIG

DE HAEN'S

Synthetic **Aromatic Chemicals**

Ammonium Bifluoride for Frosting Bottles

E. DE HAEN A.-G. SEELZE NEAR HANOVER

"Golden Fleece" LANOLINE

Hydrous and Anhydrous BULK AND TIN PACKING

WOLL WAESCHEREI & KAEMMEREI

Sample on request

Sole American Agents

faltz & Bauer, Inc.

300 PEARL STREET-NEW YORK

CHICAGO BRANCH 217 E. Illinois St.

BOSTON BRANCH 305 Congress St.

LOS ANGELES BRANCH 316 Produce Building

NOUNCEMENT~

We are pleased to announce that henceforth we shall act as United States and Canadian distributors for Petcheff & Company, Bulgaria.

The products of this concern—known for over twenty years as the pioneer distillers of Otto of Rose-need no introduction. May we call your attention to Mr. Petcheff's

Rose Liquid Absolute

Produced from the Bulgarian Rose, in the heart of the Rose Country at Philippople. This rare fragrance is extracted from the petals of the Rose by the use of modern French apparatus, with the Petroleum-Ether process. We shall be pleased to submit samples and prices on request.

Pfaltz & Bauer, Inc.

Branches:

Chicago Los Angeles Cleveland

San Francisco



A
High Grade Box
for
A High Grade
Perfume
No. 6760

Let us make a
Special Box to fit
your bottle in
any color desired
and quote prices

Wm. Buedingen & Son.

NEW YORK 30 East 42nd St. Phone Vbt. 5765 ROCHESTER
1500 Clinton Aven Main Office

LOS ANGELES 315 West 6th Street

DETROIT, 305 Donovan Bldg.

TUBES

Tin Lead Tin Coated Plain and Decorated



"One hundred forty-four perfect tubes in every gross" is the secret of our success

Atlantic Manufacturing Co. 555-563 So. Belmont Ave., Newark, N. J.

Western Representative: I. D. Faden, 186 N. La Salle St., Chicago, Ill. Phone Dearborn 2736



Trade Mark

For PERFUMING and COLORING BATH SALTS

Use our Highly Concentrated Combined Perfume and Color Bases, which we offer in two series of exceptionally low priced products. Very economical in their use, only one operation being necessary to produce a finished product, possessing a bright lustre and uniform color, and an exquisite perfume. No drying operation necessary, salts being ready to bottle immediately after mixing.

SERIES B. S. I.

\$5.00 per pint. \$36.00 per gallon

Aroma des Fleurs (Blue) Lilac (Lilac) Orange Blossom (Orange)

Fleur de Mai (Yellow) Lily Valley (Light Green) Rose (Old Rose)

French Bouquet (Green) Mylis (Red) Violet (Violet)

SERIES B. S. II.

\$2.50 per pint, \$18.00 per gallon

Crabapple (Pink) Eau de Cologne (Green) Oriental (Green)

Lavender (Lavender) Narcissus (Yellow) Rose (Old Rose)

Lilac (Lilac) Orange Blossom (Orange) Violet (Violet)

One Pint highly perfumes and brilliantly colors 100 lbs. of Salt

Samples of finished products and full information for the conomical method of manufacture cheerfully furnished.

ELKO AROMATIC CHEMICALS

Imported Products, not only CHEMICALLY PURE but OLFACTORILY PURE

ALCOHOL CINNAMIC, ALCOHOL PHENYLETHYL, ACETATE BENZYL, ACETATE GERANYL, ACETATE PHENYLETHYL, ALDEHYDES C8 to C12, CITRONELLOL, GERANIOL EXTRA, HYDROXYCITRONELLAL, HELIOTROPINE, LINALOOL, RHODINOL, VIOLETS, ALPHA, METHYL AND VERT.

Let us submit samples for your approval

E. M. LANING CO.

78-80 GREENWICH STREET Incorporated

NEW YORK, N. Y.

(Cable Address EMLANING New York)

E. M. Laning, B. Sc., Pres. Robt, C. Pursell, Phar., D., Vice-Pres. Wm. H, Barlow, Grad, Chem,, Treas,

H. EUZIERE & CO. **GRASSE, FRANCE** SSODORS

Bases from Flowers Free from Alcohol Minimum Volume Maximum Strength

> A Few of our Latest Creations: CHYPRE N—TERIA—PAPAVER

SPHINX SEALS



Manufactured by

CHAS. LACOUR



Paris

France



Small metal seals for holding the floss intact on the necks of perfume bottles. Furnished in gold or silver finish in 6 mm. and 9 mm. sizes. They add a finish to the package heretofore unobtainable.

Samples and Prices Cheerfully Furnished by

Sole American Representatives

E. M. LANING CO.

78-80 GREENWICH STREET

Incorporated

NEW YORK, N. Y.

* Cable Address: EMLANING NEW YORK



PERFUMERS, ALCOHOL

"VELVA" ALCOHOL is manufactured by the triple refining-leaching through charcoal process, under the strict supervision of our Chemical Laboratory, thus assuring Pure, Ethyl 190 Proof Cologne Spirits of highest U. S. Pharmacopoeia Quality.

In making up Specially Denatured Alcohol (all formulae), we scientifically combine our "VELVA" ALCOHOL with the best chemicals and denaturants obtainable, which, prior to use, have been analyzed and approved by a Government Chemist.

The Federal Products 60.

CINCINNATI, OHIO

Norda Essential Oil & Chemical Co.

INCORPORATED

We recommend for creating ultra-fashionable odor effects

GENET
JOSS
MAGNOLIA
PRIMULA
HYSSOP
LUPINE
MUSCATEL
TONKANOL

Norda Essential Oil & Chemical Co.

INCORPORATED

43 East 19th Street

New York

J. MERO & BOYVEAU

(Benard & Honnorat, Successors)

Established 1832

Grasse, France

Lavender J. M. B. Alpa.

Lavender Mont-Ventoux ³⁶/₃₈ %

Lavender Mont Blanc ³²/₃₄ %

Lavender d'Italie ²⁸/₃₀ %

J. M. & B. Lavenders are obtained by the "dry steam" distillation process which assures an odor value of unsurpassed fineness.

Before closing your Lavender contracts permit us to send you samples for comparison.

Ydalia J. M. & B.

The most outstanding creation in modern French perfumery. An odor that combines brilliancy with sweetness, extreme lasting power with delicacy and refinement.

Permit us to send you working samples.

Sole Representatives for United States and Canada

Norda Essential Oil & Chemical Co.

INCORPORATED

43 East 19th Street

NEW YORK



No. 72











Make Your Bath Salts **Bottle Distinctive**



with one of our especially designed continuous thread or friction top caps.

These are furnished in a variety of designs in fancy metal, plain brass, polished brass, nickel plated or in other metals. The designs include the popular panel top and are mechanically perfect.

We also specialize in distinctive caps for talcum and tooth powder cans as well as jars.

We would be glad to submit samples and data showing how one of our distinctive metal caps will improve the appearance of your package.



345 ELDERT ST., BROOKLYN, N. Y. Frank S. Hyatt President & Treasurer

Lorenzo H. Pike Sec'y & Ass't Tress.







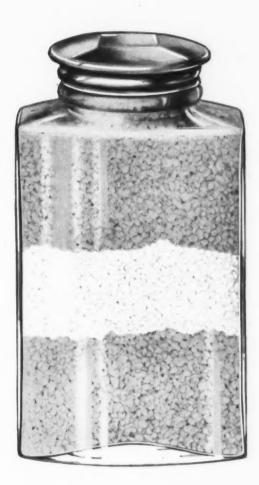






No. 186

Wheaton Glassware



BATH SALTS BOTTLE

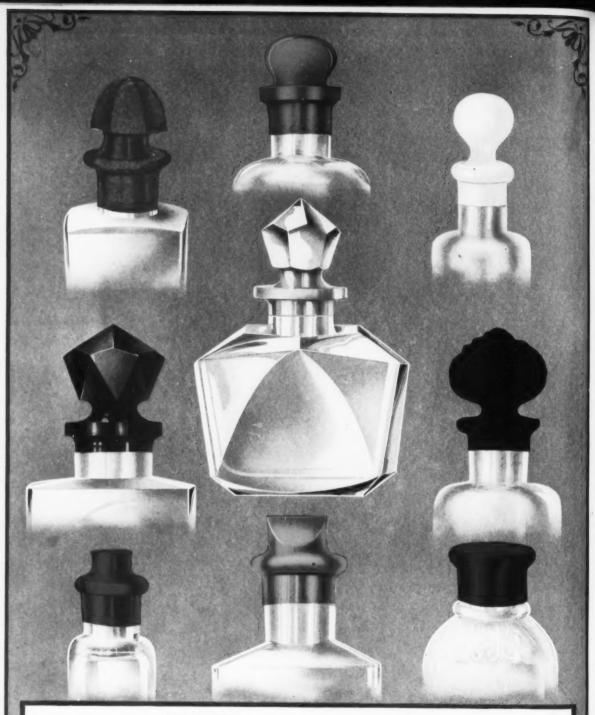
This distinctive bottle incorporates features which will help you sell bath salts.

- 1. The design is broad and tall, so as to display the contents to the best possible advantage.
- 2. Excellent label space for any size or type of label is provided.
- 3. The strong lines and harmonious proportions make it a welcome addition to the bath cabinet.
- 4. All the sides of this package are smooth, plain and brilliant—there being no decoration or mold marks to cheapen its appearance. Instead it gives the contents that distinguished, clean and sparkling effect.
- 5. It is supplied in the popular ½, 1, and 2 lb. sizes, with aluminum or brass caps.

This is one of our popular stock numbers. If you are interested in private designs, our artists are at your service.

T. C. WHEATON CO. EXPERT BOTTLE BLOWERS

MILLVILLE, N. J. Telephone 235-236 ESTABLISHED 1888 NEW YORK OFFICE Telephone—Cortlandt 4917 165 BROADWAY



SEALEX-A NEW CAPPING MATERIAL

We offer a new product for sealing and decorating cork or glass stoppered perfume, toilet preparation, pharmaceutical and other bottles, that will reduce cost—reduce labor—and increase output. Furnished in liquid form in 16 colors. The following colors are shown: Gold, Pink, White, Black, Transparent, Blue, Red, Orange and Green.

The bottles can be handled individually or in groups—the dipping is done only once—dries quickly and firmly—is very tough and will resist rough handling. Write for sample capped bottle and moderate prices.

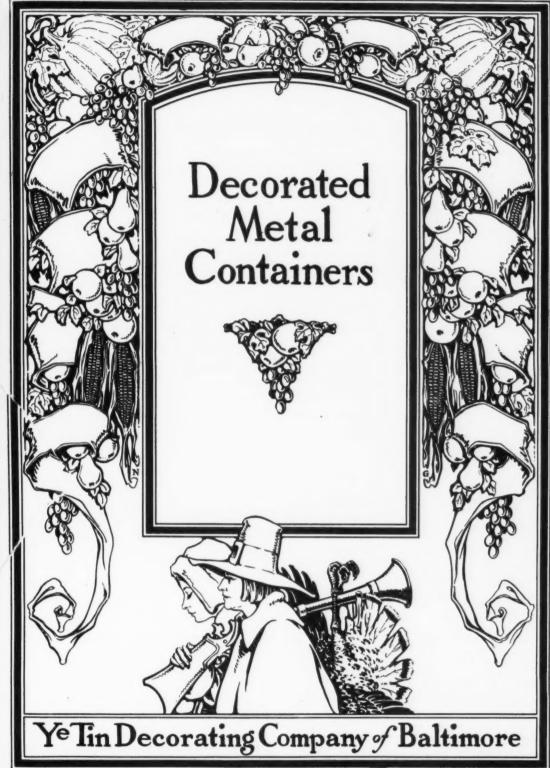
T. C. WHEATON CO.

EXPERT BOTTLE BLOWERS

New York Office

MILLVILLE, N. J., U.S.A.

165 Broadway



NEW YORK OFFICE-469 FIFTH AVE PHONE VANDERBILT 6517

CHICAGO OFFICE-36 SOUTH STATE ST. PHONE CENTRAL 2057

SAN FRANCISCO OFFICE-821 MARKET ST PHONE KEARNEY 6975

AND THE OTHER PROPERTY.

JUNE CHICATORICATION

VINOTINO IN CHICANO IN CAROLING

BENITON, Polak & Schwarz

A New Aromatic for Grape Flavors



STRENGTH

MARI

Polak & Schwarz, after years of research, have succeeded in perfecting a product suitable for reproducing the skin effect of Concord grapes in grape flavors.

We request that you try Beniton in your grape flavors in order that you may fully appreciate its real merit.

Write for a sample today.

A. C. DRUR'
106-112 East
Telephone Central

Special Representative W. A. SUSANKA

WANGLER-BUDD CO.

INCORPORATED

Cable Address "Julyon" New York 35 FULTON STREET NEW YORK

Telephone Beekman 3040-3041-0657

PHENYLACETALDEHYDE

PURE

3

THE name of Polak & Schwarz is so closely identified with this delicate product that we hardly need to draw attention to its merits. Every perfumer who tries it but *once*, will freely admit that he cannot find another product on the market of equal quality.

We guarantee the aldehyde content, and through fresh weekly supplies, we deliver *regularly* a product that has not deteriorated through long storage.

POLAK & SCHWARZ LTD.

ZAANDAM :: HOLLAND



Exclusive Agents for United States and Canada

WANGLER-BUDD CO., Inc., 35 Fulton St., New York

Chicago Agents of Wangler-Budd Co., Inc.

A. C. DRURY & CO.
106-112 East Austin Ave., Chicago
Phone Central 2349



Materials of uniformly good quality insure the maintaining of a high class product

ISCO SILVER TALC

Is a reliable product of known uniformity which has been used by manufacturers to enhance the quality of their Toilet Preparations for many years

INNIS, SPEIDEN & CO.

MANUFACTURERS, IMPORTERS, EXPORTERS OF INDUSTRIAL CHEMICALS

46 CLIFF STREET

NEW YORK CITY

BRANCHES

CHICAGO PHILADELPHIA

BOSTON

CLEVELAND





GENEVA

(Switzerland)

Gremier Manufacturers of D Synthetic Aromatic Chemicals for Gerfumes, Joaps and Toilet Greparations.

Made under the personal supervision & after processes of Prof: A. Kaufmann, formerly Professor of Organic Chemistry, University of Geneva.



Rhodinol.

Although the question "What is Rhodinol and how does it differ from Citronellol -1?" is being discussed since thirty years, it still awaits a definite answer, and while it is true that the Perfumer states that he always can recognise Rhodinol by its odour, the Chemist still hesitates to commit himself. In spite of his conviction as to the accuracy of the structural formulae which have been assigned to these two compounds, (see below) the Chemist will admit that while the existence of the two compounds in the essential oils is theoretically possible, it has not been possible so far to isolate Rhodinol in a chemically pure condition by any practical method.

CITRONELLOL
$$CH_{3} > C - CH_{2} - CH_{3} - CH_{3}$$

$$CH_{3} > C = CH - CH_{2} - CH_{2} - CH - CH_{2} - CH_{2} - CH_{3} - CH_{3}$$

In his publication on the history of Citronellol and Rhodinol, Mr. L. S. Glitchich (Les Parfums de France 1923, Nos. 7 and 8) summarises the problem as follows:

"The Rhodinols always contain larger or smaller quantities of Geraniol and consist of mixtures "rather than pure substances, no matter what method may have been used for their isolation from the "essential oils. Their constants vary according to their purity and according to the source from which they "are obtained."

What are then these constants? It is not possible to give them with scientific accuracy as they are based upon the readings taken on different, more or less impure samples obtained either from Oil of Rose Geranium or from Oil of Roses. Nevertheless whatever the real constitution of Rhodinol may be its constants cannot differ materially from those of a Citronellol -l, which are well known and agree very closely with the constants of Rhodinols obtained from Oil of Roses, as shown below:

$$[a]_D = -4^{\circ}20' \text{ to } -4^{\circ}30'$$

 $d_{15^{\circ}} = 0.8612 \text{ to } 0.8670$
 $n_D^{20^{\circ}} = 1.4578 \text{ to } 1.463$

(See Tiemann Ber. 29, 906 and Schimmel Ber. October 1900, 56.)

Commercial Rhodinols obtainable on the market generally possess constants which differ very widely from the above. This is partly due to the incomplete separation from geraniol, and partly to the addition of phenylethyl alcohol, artificial citronellol (citronellol -d) etc. which are added in order to reduce the cost. Even a small quantity of Otto of Rose may be added for the purpose of imparting a more rose-like note which will, at the same time, mask the adulteration with synthetic products.

In all such cases the density, rotatory-power and refractive index will furnish very useful information as to the purity and probable composition of such a Rhodinol. The advantage of these tests is that the addition of any of the above substances would easily be detected in that they generally diminish the rotatory-power, and at the same time increase the density and the refractive index. The more the constants approach those given above the purer the product will be.

Guarantee of sale.

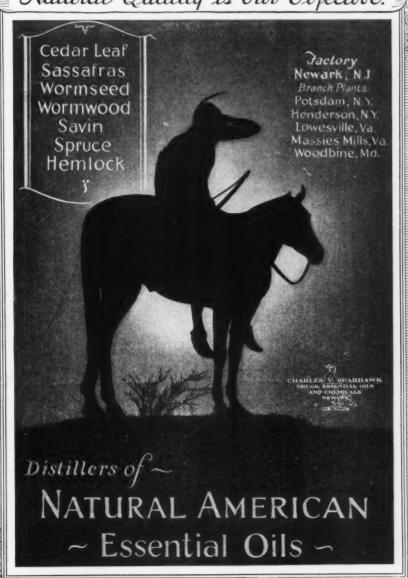
We are now in a position to state that our "Rhodinol suprême" is distinguished from all competitive products without exception by its high degree of purity and chemical uniformity, and consequently by its exquisite fragrance. We guarantee our "Rhodinol suprême" to possess the following constants:

$$[a]_{D}^{20^{\circ}} = -4,1^{\circ} \text{ (o } -4,3^{\circ}]$$
 $d_{15^{\circ}}^{15^{\circ}} = 0.859 \text{ to } 0.867$
 $d_{15^{\circ}}^{20^{\circ}} = 1.456 \text{ to } 1.462$

These are the constants of the best Rhodinol, taken from the Oil of Oriental Roses, that is to say they are those of a pure Rhodinol which in no way has been sophisticated.

Usines de l'Allondon S. A.







CARNATION-N

A really true to flower odor base, free from alcohol, intense and lasting. In combination with other products for blending or alone, it fulfills all expectations.

Raab Artificial Musks and MM&R Aromatic Chemicals complete the cycle.

Information pertaining to these and other products gladly supplied. Address us on your letterhead, marked for the attention of the Service Department.

Magnus, Mabee & Reynard, Inc.

Main Sales Office 32 Cliff St. New York City

Representatives in the principal cities of the U. S.

HEMICAL WORKS_ROFRMOND +

ROERMOND HOLLAND ANUFACTURES OF SYNTHETIC PERFUMES & ROMATIC CHEMICALS OF HIGHEST GRADE Telegrams: RAAB_ROERMOND



THE UNITED STATES ANADA, CUBA, MEXICO

CHICAGO - 51PAUL - BOSTON





Since 1835 -

the House of Webb has been continually serving many of its customers

/INETY years of continuous service to But the principles and standards set its customers is an impressive record that few organizations can equal.

During this time many of the firms thus served have changed beyond recognition. Business procedure has been completely revolutionized. And industrial alcohol has grown from a little used illuminant to a product vital to many and varied great industries.

by the House of Webb in 1835 have not changed. Its reputation for a high quality product and effective service has been jealously guarded.

Many of the customers of "Webb's Emporium of Light" nine decades ago are still buying their industrial alcohol from the present Webb organizationimpressive evidence that these standards have never been lowered.

JAMES A. WEBB & SON, Inc.

EXECUTIVE OFFICES: 110 EAST 42nd STREET, NEW YORK



General view of a few of the producing units of the company's plant

SCIENTIFICALLY ELIMINATING WASTE—

THE plant of the U. S. Industrial Chemical Co. has been specially planned and built to eliminate waste.

Most of the equipment installed in the various buildings was designed by the company's own staff of chemical engineers—and constructed in the company's own machine shops and laboratories.

This equipment—as well as its scientific installation and operation—is the outcome of years of experience in chemical manufacture. Its efficiency and economy are unsurpassed.

The U. S. Industrial Chemical Co. produces a wide variety of chemicals—to serve a wide range of important industries. For all the by-products resulting from the manufacture of each principal chemical are utilized to make other chemicals of value to science and industry.

A special experimental organization is constantly engaged in

BY SAVING EVERY POSSIBLE BY-PRODUCT

Industrial chemicals produced by this company

Acetic Ether Acetone, Refined Ammonium Sulphate Amyl Acetate Amyl Alcohol Butyl Acetate Ether, Absolute Ether, Anesthesia Ether, U. S. P. Ethyl Acetate (Acetic Ether) Ethyl Acetate, Anhydrous Ethyl Aceto-

Acetate

Ethyl Alcohol,
Absolute
Ethyl Alcohol,
C. P. 96%
Ethyl Lactate
Ethyl Oxalate
Ethyl Phthalate
Ethylene
Isobutyl Alcohol, Refined
Normal Propyl
Alcohol, Technical
I. C. Potash

Refined Fusel Oil

the study of this most important problem—the saving and utilizing of every possible byproduct. Through the work of this research staff many new uses for chemicals have been discovered and developed—and byproducts formerly wasted have been given industrial uses. For example, highly valuable products have even been recovered from combustion gases formerly regarded merely as "smoke."

This organization obtains its raw materials in large quantities, at advantageous prices. It develops every possible use of these materials with utmost economy and efficiency—minimizing and stabilizing its production costs.

Thus the U. S. Industrial Chemical Co. is in a position to offer to industry not only a wide variety of highest grade chemicals, but at prices that, quality for quality, are consistently the lowest that any manufacturer can offer.

U. S. INDUSTRIAL CHEMICAL CO., Inc.

EXECUTIVE OFFICES: 110 EAST 42nd STREET, NEW YORK

Branches in all principal cities

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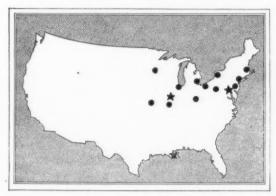
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*Indicates producing plant - indicates branch warehouse

More than 400 company-owned tank cars supply these 15 distribution centers

EFFICIENT and economical distribution of alcohol is one of the prime requisites in giving service and maintaining reasonable and stable prices for the product.

The several alcohol producing plants of the U. S. Industrial Alcohol Co. are favorably located for this purpose—on the Eastern Seaboard, in the Middle West, and in the South.

In addition to shipping directly to customers, these plants supply 15 distribution centers—located in cities serving the great industries which use alcohol and alcohol products.

At each of these distribution centers an experienced service organization—in close touch with local conditions—arranges for adequate supplies well in advance, supervises deliveries, and assists users of industrial alcohol in many ways.

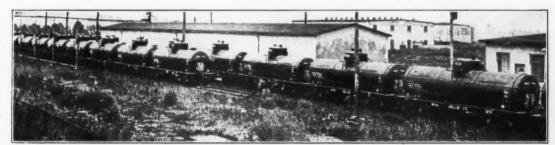
More than 400 modern tank cars and 150,000 heavy steel drums are owned by the U. S. Industrial Alcohol Co. To insure prompt and reliable service, at each distribution center motor trucks are available for local deliveries in smaller quantities.

The U. S. Industrial Alcohol Co. holds its commanding position not because it is the largest alcohol producing organization in the world—but because it offers to industrial users of alcohol a product of highest quality and uniformity, service that is prompt and reliable, and prices consistently reasonable and unusually stable.

U. S. INDUSTRIAL ALCOHOL CO.

Executive offices: 110 East 42nd St., New York

Sales branches in all principal cities



Some of the modern tank cars that carry the company's product direct to customers all over the country



A Delightful and Popular Odor for a Toilet Water ~

NARCISSUS A.

\$20.00 per Pound — \$1.35 per Trial Ounce

SEND FOR A SAMPLE

L. A. VAN DYK Manufacturing Chemist

20 East 12th Street New York 6 No. Michigan Avenue Chicago



The shape of bottle shown in the illustration lends itself unusually well to our new fern finish.

Bottle No. S004 Stopper No. 209

especially desired.

Carr-Lowrey Glass Co.

MAIN OFFICE: BALTIMORE, MD.

NEW YORK OFFICE 41 East 42nd Street

CHICAGO OFFICE 1944 Conway Bldg.



WHEN Carr-Lowrey glassware is mentioned, perfumers instinctively think of bottles of refinement, of expert workmanship and of impressive beauty.

We would be glad to discuss with you how the cooperation of our organization may be of benefit to you.

Bath Salts Bottle No. 1100 shown herewith, made in 8 and 16 ounce (liquid capacity) sizes, speaks for itself.

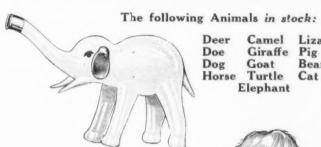
CARR-LOWREY GLASS CO.

MAIN OFFICE: BALTIMORE, MARYLAND

NEW YORK OFFICE 41 East 42nd Street CHICAGO OFFICE 1944 Conway Bldg.

FAST SELLING ITEMS FOR THE HOLIDAYS Animal Shape and Novelty Containers

Packed in individual cartons with corks



Deer Camel Lizara Giraffe Pig Doe Dog Goat Bear Horse Turtle Elephant



Made of heavy glass, frosted. glass, frosted.
with ground in
stopper head.
Eyes and ribbon
painted in colors.

> Nº1 BLONDE HAIR "BOBBY" DOLL



2000

A large assortment of regular VIALS. 1 dram, 1/4 oz. and 1/2 oz. carried in stock. Let us know what your requirements are and we will submit samples and quote prices.



erfume

No. 400

JUG of Black Glass, satin finish with striped decora-tion in various colors. (These are blown into the glass and not painted.) Very artistic.

No. 415

No. 415

Heart shape, flat, for pocket or purse. Black glass, satin finish with silver and gold stripes. With crown top sprinkler stopper. Same shape vial can also be supplied made of opaque striped glass.



SCIENTIFIC SPECIALTIES LO., INC.

MANUFACTURERS-IMPORTERS-EXPORTERS

30 IRVING PLACE, NEW YORK





Nº 600



Beautiful Metal Boxes For Rouge and Powder Compacts

We are prepared to supply all types of beautiful metal boxes for rouge and powder compacts

No. 5000—Double Sifter Box for loose powder and rouge, 2 x ½ in.

No. 600—Double domed Rouge Box, 1½ x ½ in.

No. 600—Double domed Rouge Box, 1½ x ½ in.

No. 4000—Single, dome top and flat bottom, 2 x ½ in.

No. 1500—Popular Double, 2 x ½ in.

No. 500—Single, slightly domed top, flat bottom, 2 ½ x ½ in.

No. 6000—Double domed Single, 2 x ½ in.

No. 6000—Double domed Single, 2 x ½ in.

No. 1400—Single, flat bottom, slightly domed top, 2 x ½ in.

No. 200—Rouge Hox, flat bottom, slightly domed top, 1½ x ½ in.

No. 700—Double, flat bottomed and domed top or double domed, 2 x ½ in.

No. 700—Lip Rouge paste container with or without aluminum cup, 1 x ½ in.

PALLAS MANUFACTURING CO., Inc.

PALLAS MANUFACTURING Co., Inc.





Nº4000



Nº 1500



Nº 200





Nº 700



Nº800



Nº 1400



Nº 100



PIERRE DHUMEZ & Co.



VALLAURIS A.-M., FRANCE

Essence d'Iris for Perfumery

- *Essence d'Iris for Soaps
- *Essence d'Iris Liquid

Extra Concentrated P. V. for Perfumery, Poudres, Cremes, and all combinations of odors where the Iris character is desired.

*Essence Concrete d'Iris Essence d'Iris Absolute for High-grade Perfumes

""Iris Fleurs"

* Specialty

SAUGE SCLAREE

Important Raw Material, found in the formulae of the French Perfumers.

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Pure Natural Flower Oils

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COMPAGNIE PARENTO, INC.





1915

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New Process Compacts

Our face powder and rouge tablets are fabricated from genuine face powder base incorporated with cold cream. This fabrication assures a uniform and smooth texture and practically makes every tablet perfect.

We have created 100 individual shades of rouges and powders that have been received by the market with wonderful success.

We guarantee our tablets to be free from all harmful ingredients such as barium sulphate, zinc, lead, arsenic, quicksilver and antimony.

Manufacturers of

FACE POWDER TALCUM POWDER

To Manufacturers only



No. 9400 Three-Fold Double



No. 8000 Oval Vanity

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LE SERVICE

Superior Lipsticks

As pioneer manufacturers of lip sticks in the United States, together with many years of research, we offer to you a lip stick that is absolutely perfect.

In addition to the many individual shades created by us, we now submit our VIVID RED.

Our **lip sticks** are guaranteed against rancidity, therefore the purity of the ingredients is assured.

We furnish our products to accommodate your requirements either complete under your private label, in bulk, or we will complete your package.

All orders—large or small—are given close personal attention. A trial will convince you.

Manufacturers of

EYEBROW PENCILS WATER COSMETIQUE

Samples upon request

COSMETIC MFG. CO.

Incorporated

85 Crescent Avenue, New Rochelle, N.Y.



1925





STABILITY

UNIFORMITY

Five Specialties Each a Leader in its Class



GERANIOL HIGHEST PURITY

There are as many qualities of Geraniol as prices. Pure Geraniol should be free from Citronellal, terpenes and unpleasant camphor-like odors. Geraniol, when pure, acts as a carrier for fine perfumery flower products and blender for synthetic aromatic bodies. Geraniol as manufactured by us will prove our contention, pure Geraniol has merit.

The Pound, \$6.00

HELIOTROPEN HELIOTROPE CONCRETE

A true-to-nature interpretation of the Heliotrope odor. Indispensable as a binder, adding flowery sweetness wherever introduced. In concrete form Heliotropen is far easier to handle than ordinary crystals. It is non-irritating and can be used to great advantage in the compounding of all odor. Next to Jasmin and Rose, a sweetener of paramount value.

The Pound, \$6.50

AMARETTE

An odor creation that is essentially fragrant and refined. Blends very readily in bouquet types. Oil Amarette is particularly adapted for toilet powder requirements and imparts a finishing touch whether used alone or compounded with other materials in the perfumery laboratory. If you wish your products to equal the best American or foreign odors use Amarette.

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JASMIN ALBA

Not the chcapest but the best. Has the true swed, waxy odor of the White Jasmin flower. Most Jasmin on the market reminds one of the odor of Benzyl Acetate. Our Jasmin is free from the odor. It is flowery, it is sweet, it is lasting and true to its name.

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RHODINOLVD

The chemistry of Rhodinol is still in dispute, but there is no dispute about our Rhodinol being uniform, free from weedy by-odors, and of superior quality.

VAN DYK & COMPANY

6 Platt Street

Founded 1904

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In making persumes with Denatured Alcohol, insure the quality by specifying Van Dyk & Co.'s Brand Diethyl Phthalate.



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Sweet, Most

ndor of m this ng and

\$28.00

"Lustrus" Finish

This sparkling, brilliant, highly polished smooth surface for bottles is produced by our new patented machine process. The finish is free from mould marks and other surface defects and may be had at a slight additional cost. Let us demonstrate what we can do with your bottle.

SWINDELL BROTHERS

BALTIMORE, MARYLAND
NEW YORK OFFICE—200 FIFTH AVENUE



1/2 oz. Style "F" with No. 115 Stopper

NOT only your perfume, but the bottle in which it is contained, should be your own creation. Yet so many technical problems are involved in making bottles that it is practically impossible for the perfumer to design his package solely along the lines of his artistic taste.

Those who desire to create their own packages wisely call in consultation the bottle manufacturer whose experience and knowledge cover not only the technical and mechanical features of bottle making, but who also is thoroughly familiar with the artistic elements which help to bring success in this exacting industry.



1 oz. No. 238 with No. 119 Stopper

Perfumers may work with us without sacrificing their own ideas for the creation of beautiful glassware. To them we are prepared to render complete service and to cooperate whole-heartedly in the design of bottles truly distinctive, wisely practical and at the same time highly artistic and pleasing to the public.

SWINDELL BROTHERS

BALTIMORE, MARYLAND

NEW YORK OFFICE – 200 FIFTH AVENUE

NEW! OIL CISTUS LEAVES

A pure Spanish Essential Oil heretofore unknown and which is produced only during a few months of the year.

The yield is as yet limited and the present stock is only large enough to partly take care of the many interested users.

OIL CISTUS LEAVES has a distinct amber-labdanum odor and should be used as a blend or as a fixative wherever an amber character is desired. It has an extremely powerful, aromatic and distinct odor and should be of the greatest interest to the modern perfumer.

Special information and working sample furnished upon request.

Price Per Pound, \$22.00

OIL MALVAROSA

(OIL ROSE GERANIUM SPANISH)

Another pure Spanish Essential Oil of cultivated Rose Geranium, absolutely superior in odor value to the well-known African or Algerian oils.

Our principals are the only distillers of this wonderful product. The cultivation of the plant is still in its infancy, consequently the output of the oil at the present time is only a few hundred kilos per year; but new plantations are now under development so that by next year larger quantities will be available.

SAMPLES NOW READY FOR DISTRIBUTION

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N. B.—We are the exclusive distributors of the above-mentioned two new Spanish oils.

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Samples gratis on request

We urgently request all that may be interested to form their own opinion of our products, after a personal examination and test.

Special quotations on quantity orders

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Novelty:

ALDÉHYDE JASMINIQUE

A new product giving the floral note—extraordinarily persistent, recalling the odor of jasmone, the base of jasmin absolute.

In the opinion of the perfumers who have examined Aldéhyde Jasminique, it is certain to find in perfumery, a place equal to that won by Ionone.

PRICE: \$46. per kilo (\$21. per pound)

Novelty:

Jasmin "Summus"

A product having the definite odor of the flower, but much more persistent and more tenacious than the natural product.

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"SERVICE FOR THE MANUFACTURING TRADE EXCLUSIVELY"

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Our colors are analyzed periodically for their purity and safety by one of the leading Testing Laboratories of New York City. We guarantee our Lip Rouge and Compact Rouge to be absolutely safe and not harmful even if absorbed by the skin.

U. S. LETTERS PATENT No. 1,545,931

Issued to CARL WEEKS July 14, 1925

Some time ago a novel idea in Cleansing Cream occurred to me. I perfected the product and promptly applied for a patent. Today that product



ARMAND Eau de Cologne Cleansing Cream

from the Armand Declaration of Belief

"I Will Not Imitate"

"I believe, that it is the unquestioned obligation of the manufacturer:

"To refrain from in any way or to any extent unduly infringing upon the equal rights (whether moral or legal) of a competitor and unfairly interfering with his business, as by uttering false or disparaging statements about him or his products or his business, by misappropriating his trade names or the distinctive form or dress of his products or his original, and distinguishing merchandising plans."

is ready for the market, the Patent Office giving us the sole right to make a hydro-alcoholic combination with Cleansing Cream.

Since Armand Cold Cream Powder was first put on the market, dealers have had an opportunity to practically double their money on every box sold. Are we going to put a price on Armand Eau de Cologne Cleansing Cream and see how MUCH WE can get out of it? NO! You get the same old Armand opportunity to profit. Armand Eau de Cologne Cleansing Cream will be priced at \$4.00 a dozen, ½ dozen free with each dozen, and we will do enough advertising so that with your interest another way to make money will open for you.

Let's get together to clean up women's faces and some real profits at one and the same time, with satisfaction to all.

Carl Neeks President.

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Latest Achievement in the Manufacture of

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BATH SALTS

Simplicity! Economy! Quality!

COLOROMES

will solve your perfuming and coloring problems—will solve the problem involved in the purchase and use of alcohol, pure or denatured.

Now only two ingredients are necessary to produce wonderfully perfumed and colored bath crystals:

The PLAIN BATH CRYSTAL and a COLOROME

DIRECTIONS: Mix 1 lb. of salt with $\frac{1}{4}$ oz. to $\frac{1}{2}$ oz. of a Colorome (depending upon the size of the crystal); allow to dry for a few hours, when a perfect product is ready for packaging.

Bath Salts made up with Coloromes will not fade when exposed to light, and will not stain bath tubs.

Coloromes will stand up in any kind of salt, neutral or alkaline.

COLOROME is a highly concentrated solution of a Felco Perfume Oil (specially compounded for the purpose) and of an appropriate dye, in a harmless solvent, which is odorless, non-toxic, non-irritating, and quickly evaporating.

Following is a list of our Coloromes, of various odors and shades:

COLOROME MUGUET—GREEN

- " EAU DE COLOGNE--GREEN
 " VIOLET--PURPLE
 " TREFLE--PURPLE
 " LILAC--LAVENDER
- EAU DE LAVANDE-LAVENDER

COLOROME FEW FLOWERS-BLUE

- " FRENCH ROSE—PINK
 " CHERRY BLOSSOM—PINK
- JASMIN—AMBER No. 1 IDOL—AMBER No. 1 NARCISSUS—AMBER No. 2

and many others of popular French type

Samples and quotations upon request

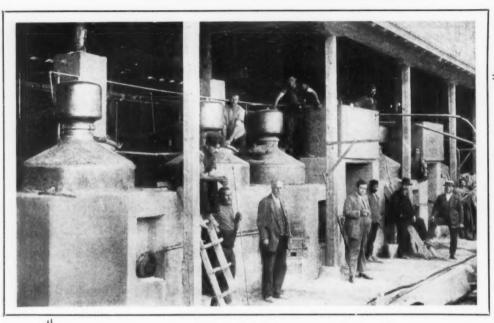
If you manufacture bath salts at present, or contemplate doing so, write to us and we will save you time, trouble, and money.

FELTON CHEMICAL COMPANY, INC.

Manufacturers of Aromatic Chemicals and Synthetic Flower Oils

61-65 TAAFFE PLACE

BROOKLYN, N. Y.



Stills of 2,500 Litres Capacity

CONSTANTIN MINTCHEFF & KETCHEDJIEFF

Kazanlik, Bulgaria

Otto of Rose

Pure Natural

Our product is guaranteed to be the natural odor of the rose, and owing to its purity it is in demand among the most noted firms in the perfumery business.

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LIPSTICKS TALCUM EYEBROW PENCILS
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Finished

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Write for details about our new numbers and our special assortment offer.



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For the Inexpensive Package, Too

Perhaps your product does not warrant an expensive package, but this does not mean it cannot be attractive.

Take Dyanshine, for example. A plain, well-proportioned bottle and neat, well-printed label topped with an Armstrong's Embossed Top Cork produces a package that meets every requirement. It is inexpensive; it is attractive; and it is easy to use.

Whether your bottled packages are plain or fancy, large or small, they can be improved in appearance and convenience by Armstrong's Embossed Top Corks. If you are interested, ask for samples and prices. They will be cheerfully submitted without obligation.

ARMSTRONG CORK COMPANY
139 Twenty-third Street, Pittsburgh, Pa.

Branches in the Principal Cities

Armstrong's Embossed Corks

Handy as a door knob



BROOM (GENET) Liquid **CASSIE** FLOWER HONEYSUCKLE HYACINTH **JASMIN OILS JONQUIL** LILY (LYS) **Imported MIGNONETTE MIMOSA NARCISSUS** OAK MOSS OEILLET (CARNATION) ORANGE FLOWER ROSE

Extracted by volatile solvent process.

Increasingly in vogue due to fidelity to type, tenacity, ease of manufacture and excellent money's-worth. TUBEROSE
VALLEY LILY
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Cheerfully forwarded to amplify quality and quotations.

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Most widely imitated of all floral essences. Everyone is making and selling artificial Jasmins, many are very good, particularly if they contain a large percentage of natural Jasmin. Our Jasmin de Provence is a pure synthetic and we claim it is the first of its kind to reproduce exactly the odor of the flower and to act as a perfect substitute for the natural oil, and at a fraction of its cost. Ask for a sample and make a five percent solution; the result will interest you.

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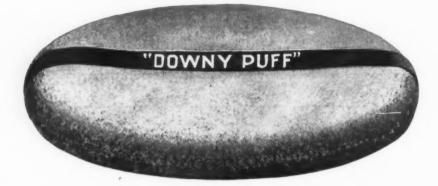
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Toilet Preparations-Perfume Extracts-Toilet Waters

Uniformity-Best Values, Our Constant Aims

CHYPRE, for Perfume. 16 ozs. \$36. 8 Ozs. to gallon.

CHYPRE T.W.—16 Ozs. \$18. For Toilet Water. 1 Oz. to gal. 60% Alcohol.

QUININE "F"—16 Ozs. \$7. 1 Oz. to gal. 65% Alcohol. In odor, like imported. For Cold Cream

Rose "E"—16 Ozs., \$25. 4 Ozs. to 100 lbs.

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Lilac No. 100—16 Ozs., \$9. 6 Ozs. to 100 lbs. Locust Buds—16 Ozs., \$18. 6 Ozs. to 100 lbs.

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VIOLET—Cologne—Oriental—Rose— Each, 16 Ozs., \$11. 8 Ozs. to 100 lbs.

Write for complete lists, also for Booklet of Toilet Requisite Formulae; free.



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Has exactly the same characteristics of "Real Neroli" and costs five to six times less.

Order a pound now and give your Creams and Powders more Power-Zest-Freshness.

It stays put-in other words, is stable. Positively will not discolor your Products.

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Its note readily suggests the rich odor of "Concrete Rose." No other product just like it. Order a "trial quantity" and prove our statement.

"METHYL OCTINE CARBONATE 100%"

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Total Absence of Rough Spots Most Unusual Strength Total Absence of Color Spots Perfect Adhesiveness

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your compact of rouge or powder to be as fine as any other product in your line. She will not forgive disappointment.

Apli Process unquestionably creates the Compact Supreme. They are therefore necessary to complete the cycle of supremacy for which you strive.

Should milady's judgment of your compact be unfavorable, may she not judge all the other items in your line accordingly?

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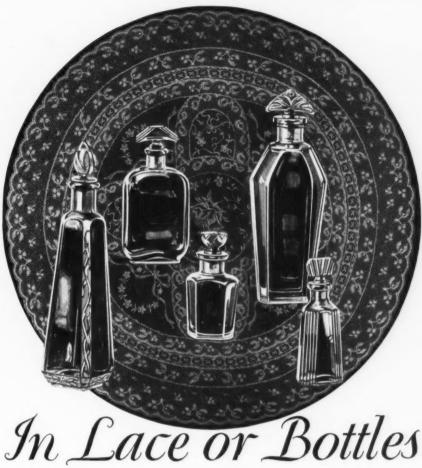
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On large orders we are able to offer good looking and attractively priced machine made bottles, of which those illustrated above are typical. In addition to this, we operate a large factory specializing on hand blown perfume bottles and stoppers of very fine quality. Hence, no order is too large and none too small for our facilities.

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OIL PEACH KERNEL

"StaffAllen's"

Prepared from selected peach and apricot kernels by a carefully controlled cold-pressing process, Stafford Allen & Sons' Oil Peach Kernels are for many purposes superior to the so-called French Almond Oil and second only to Oil Almonds Sweet True "StaffAllen's" which we recommend unreservedly for the best resultant in the finished cosmetics.

The manufacturer of toilet creams and hand lotions who finds "Staff Allen's" famous Oil Almonds Sweet True a trifle too expensive for his use may investigate to advantage the possibilities of their Oil Peach Kernels, also known as Oil Almonds Sweet Persic.

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New York London

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ATHESON Chemicals

Quality Is Paramount

W ITH many of the raw materials going into the chemical-consuming industries, market fluctuations are wide and frequent. In such cases the question of price may readily assume in the mind of the buyer an importance out of all proportion to other vital considerations.

This undue emphasis on price may often extend even to those raw materials where market changes are infrequent and small, and where little may be gained by "shopping" for lower quotations. Thus, when the quality and uniformity of the product and the character of the manufacturer should be the prime considerations, price frequently becomes the principal deciding factor. Long-established brand names and records of service may be entirely disregarded for a negligible difference in price.

By rigidly adhering over many years to a uniformly high standard of manufacture, we have built up for our "Eagle Thistle" Brand products an enviable record for quality and uniformity, at the same time establishing a reputation for satisfactory service and equitable business dealings with the consumer. We believe that discriminating buyers are recognizing more than ever before that these are the first things to be considered in selecting a source of supply.

The MATHIESON ALKALI WORKS Inc.

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PHILADELPHIA CHICAGO

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Deal Direct with

Bicarbonate of Soda Liquid Chlorine Caustic Soda

the Manufactures

Sesquicarbonate of Soda Bleaching Powder-Soda Ash

"PLAIMAR" OIL

SANTALUM CYGNORUM

A Message of Economy to Soap Makers and Perfumers

ARE you interested in saving 30 to 50% on your Oil of SANDALWOOD?

"PLAIMAR" Oil of SANTALUM CYGNORUM will do the trick.

Long research, culminating in the development of the most highly scientific methods, together with the use of the finest selected wood, insure the fine delicate aroma and high SANTALOL content which give this Oil its great popularity.

It is not a novelty or untried article, but has been successfully used in this country and abroad for nearly four years under the name of Oil of Sandalwood, Australian— PLAIMAR. The botanical name has been recently adopted for the designation of this oil to avoid the possibility of confusion with Oil of Sandalwood, E. I. (Santalum Album) which is at present the official oil for drug use.

Buy PLAIMAR oil and insure uniformity of quality and regularity of supply. It is sold under the following guaranteed analysis:

Spec. Grav. 20° C..... 0.95 to 0.972
Ref. Ind. 20° C...... 1.498 to 1.504
Opt. Rot. ad. 4° to -15°
Alcohols as Santalol . 90% to 95%
Sol. in 70% Alcohol . 1 in 3 to
1 in 6 vols.

PLAIMAR, LIMITED

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United States Representatives

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Stocks Carried in New York and London for Immediate Delivery

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Pure Bulgarian Otto of Rose



Finest Selected Quality of Unsurpassable Purity New Crop Oil Ready for Immediate Delivery

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One Quality only-Absolutely Pure

BULGARIAN
ROSE CONCRETE (Solid)
and LIQUID ABSOLUTE

Particulars Gladly Furnished on Request

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HIGHEST HONORS AWARDED AT INTERNATIONAL EXHIBITIONS FOR 40 YEARS

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The Pioneer Line of

Synthetics for Perfumes and Soaps

LABDANUM No. 4 GARDENIA "D" **PHENANTHUS**

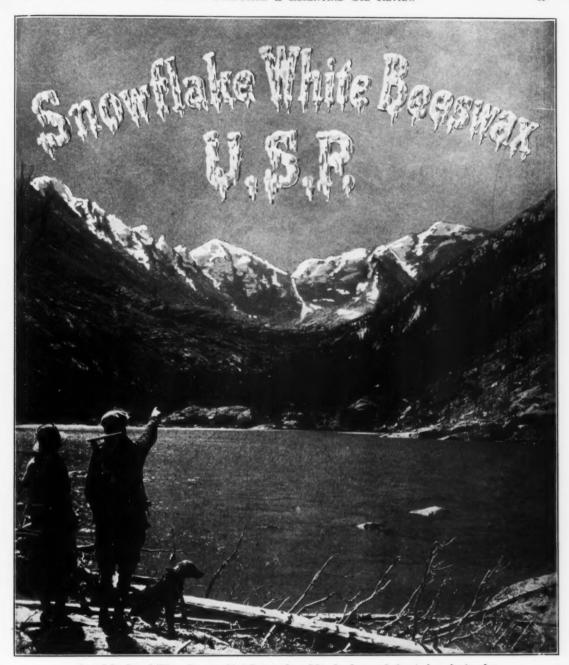
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Specialists in the manufacture of Terpeneless Oils

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(As it comes out of the still)

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The latest product discovered for producing the refreshing, lasting effect in modern perfumes.

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Most exquisite and finest Narcissus.

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To carry out the Narcissus type in your creams and powders. Will not discolor.

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Excellent for Rouge, Face Powder, Perfumes and Toilet Water. By actual test a perfume solution (8 oz. to IGal.) holds for over a week on a blotter.

Oil Lily of the Valley New, \$56 lb.

The truest product on the market.

Oleol Jasmin Extra, \$20 lb.

Intensely powerful and sweet. Can be used as it is or as a base for Jasmin types.

Samples of the above furnished upon request

Our chemists are at your service for any information that you may desire at any time free of charge.

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Get Acquainted with the Representative in Your Locality NOW

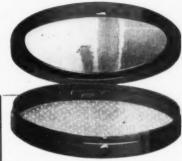
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Lipstick Containers



The Bridgeport Metal Goods Mfg. Co.

Bridgeport, Conn.

Why Our Prices are So Attractive



No. 520 21/2 Inch—High Polish



No. 520 2½ Inch—High Polish

JUST now perfumers are scrutinizing prices with great care. Our large scale production makes it possible for us to offer high quality rouge and powder compacts at most attractive prices. We are able to effect unusual economies because—

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- 2-We manufacture all our compacts.
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These factors place us in a position to quote you prices which are astonishing.

Every department is managed by men who have spent many years specializing in this field of manufacture.

We will supply compacts, boxes, puffs, or the complete package under your own name and brand.

Write for Samples and Prices

THE REICH-ASH CORP.

Largest Manufacturers of Cosmetics and Novelties

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as we bow our heads in appreciation of what has been provided, the consideration of those of our friends who have contributed to our business life is gratefully acknowledged.

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Pure Tin Collapsible Tubes Only Frank Hopel pres.



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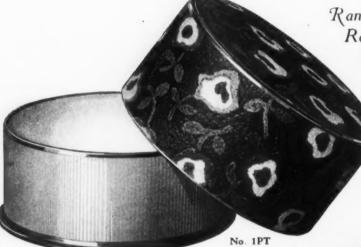
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Randolph
Round
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Especially
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Makers of Fine Paper Boxes Since 1877 1307-1313 Ross Street RICHMOND, VA.

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We spray absorbent cards with an alcoholic solution of eAlva Jasmin. But no matter how well it is done, it can not give an adequate idea of the real qualities of the product.

Send for a sample. Give it any test you can think of. We'll abide by the result.

ALVA JASMIN

Starts Close to the Natural Stays Close to the Natural

\$28 a pound. Send for a Sample

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of some of the van Ameringen products. Inquire about those that interest you.

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Higher alyphatic alcohols
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- and for building bouquets and single flower perfumes: the VOLA GROUP of FLOWER OILS comprising: Story of the Perfument Hacinth Heliotrope Jamin Violet Narcissus Tuberose Wistaria Orange Flower
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and the following oleo resins:
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Coestr de Stryrax
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A.L.van AMERINGEN

Essential Oils, Synthetic Chemicals,
Bouquet Bases, Natural & Synthetic Flower Oils
30 IRVING PLACE, NEW YORK CITY
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One of Nature's most delicate and charming fragrances is Lily of the Valley.

One of van Ameringen's most successful reproductions is

ALVA LILY of the VALLEY

as outstanding a product in its field as Alva Fasmin

In accordance with our established policy of conservative statements in advertising. we do not indulge here in extended praise of Alva Lily of the Valley.

In a way, the card below brings its virtues before you. But the only real way is to rave a sample of the oil and compare it with the flower. Test them side by side.

If you will do that, you may lay aside our printed word and perfumed card. The sample tells the whole story.

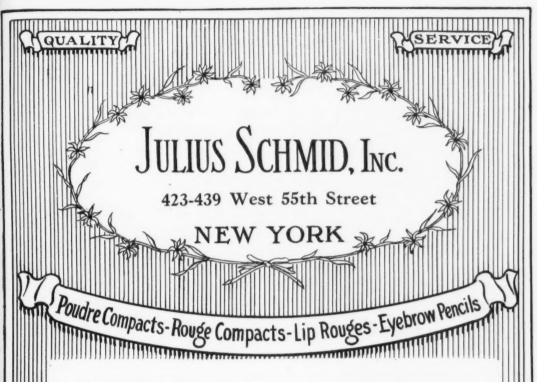
Make your own tests with our sample. We'll abide by the result.

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nd single flower perfumes:— he VOLA ORCUP of LOWER OILS comprising:

Essential Oils, Synthetic Chemicals, Bouquet Bases, Natural & Synthetic Flower Oils 30 IRVING PLACE, NEW YORK CITY



Superior Compacts

E are pioneer manufacturers of rouge and powder compacts in the United States, and our compacts, due to years of experimentation, are the finest that can be produced.

Milady is critical, can you afford to offer her anything inferior? We have served many for many years, may we not serve you? We manufacture for perfumers exclusively and our compacts are certified as to absolute purity. Allow us to submit samples and quotations.

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Vanity Puffs and Powder Puffs made of lambswool, eiderdown or velour with lustrous satin backs in any color to suit your color scheme.

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The fact that we are pioneers in the capping skin field—having manufactured this material for over 40 years—insures you the highest quality capping in the use of our Nearkid and Silverlight Capping Skins. Our recent addition to the Capping Skin Department is the imported Wallo Cap. Wallo caps are non-porous and reduce leakage to a minimum. Furnished in various colors and in standard sizes.

Highest Quality Lipsticks, Eyebrow Pencils and Cosmetique.

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Empty Gelatin Capsules

CABLE ADDRESS
"COLTON DETROIT"
IN REPLY REFER TO

DETROIT, MICH.

January 2nd, 1924

Perfumer Publishing Co.; 14 Cliff St., New York City. N Y.

Gentlemen:

In reply to your letter of the 3rd, ulto, will say that we have no hesitancy in stating that we have found the Perfumer one of the best means of advertising our Collapsible Tube Filling Closing and Clipping Machines, aswell as Clips. In fact we know of no other Journal that has the pulling power and the elaborate illustrations as are found in the American Perfumer, and you are to be congratulated on the success of this up to date live wire monthly publications.

We also take this opportunity of wishing you a Happy and Prosperous New Year, and also thank you for the many courtesies extended us in the past.

With kindest regards, we are,

Yours very truly,

ARTHUR COLTON COMPANY

Saar

FXR:ME



Amerseals with Sprayed Enamel Finish

Amerseals may now be had with a beautiful, solid color, sprayed enamel finish in all desirable tints and colors. This finish is particularly attractive when used in combination with Monongah Opal Ware. Sprayed enamel Amerseals possess all the mechanical advantages that have brought the Amerseal into national use as the perfect seal-and-reseal. Write for samples and full particulars.

samples and full particulars.

In addition to the sprayed finish, Amerseals may be obtained either lithographed or with solid coatings. The former process reproduces in color scheme either your own design or a design furnished you by us as a part of Amerseal service. Manufacturers realize the merchandising, advertising and selling value of having their name, trade-mark, or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding and slightly inclined threads on the container, making a positively air-tight closure, easy to open and as easy to close.

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Amerseal Your Product

A Better "Seal-and-Reseal" Is Not Possible

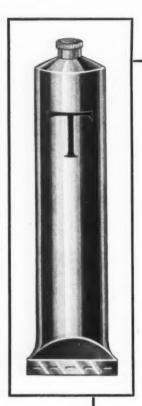
American Metal Cap Company Brooklyn New York

Branches in the following cities:

Chicago Cleveland Detroit Los Angeles San Francisco St. Louis Portland Seattle Louisville







Turner Tubes

In over a quarter of a century given over to helping perfumers market toilet preparations in collapsible tubes we have never departed from the ideal dictated by sound business that every other consideration must be second to the complete satisfaction of our customers.



We are specialists in the manufacture of plain and decorated collapsible tubes of all sizes for every purpose. Let us figure with you on your requirements.

TURNER WHITE METAL CO., INC.

Manufacturers of Collapsible Tubes Since 1898

NEW BRUNSWICK, N. J.





Scientific Experiments Show-

- —that CAPES-VISCOSE reduce the average loss by evaporation on highly volatile perfume 78.95% in comparison with glass stoppers firmly tied on.
- -that after experiments covering three months, evaporation of a compound containing 55% ethyl alcohol and ether was absolutely prevented by CAPES-VISCOSE. With ordinary cork sealed bottles the evaporation was very high.

CAPES-VISCOSE are hoods of cellulose applied moist over the neck and stopper of the bottle. They shrink as they dry to seal the closure and secure the stopper.

The foregoing facts were brought to light by experiments conducted by Prof. J. C. Olsen at Brooklyn Polytechnic Institute and by the American Druggists Syndicate.

> If you experience losses through evaporation we will be pleased to show you how CAPES-VISCOSE can reduce them. ~

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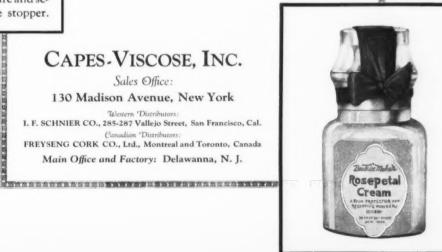
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HOODS THAT

Jo SEAL the CLOSURE



What Capes-Viscose Are-and How they are Used

Capes-Viscose are hoods of cellulose which are shipped moist in sealed tin containers ready to put on.

They are slipped wet over the top of the corked bottle easily and quickly. They dry quickly and shrink smoothly forming a tight, tough, sanitary seal that absolutely prevents loss of contents by leakage or evaporation.



Some Prominent Users of Capes-Viscose

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"BUY BAXTER BOXES BECAUSE BEST"



for Making BAXTER Boxes

We have recently reconstructed our Brunswick factory building and installed new machinery of the most modern and efficient type. Experts in all phases of economic and rapid production were employed to lay out the new equipment to the best advantage.

The accompanying pictures give

just a glance into some of the departments of our plant but convey some idea of the increased facilities our clients now enjoy. We have held a widespread reputation for producing fine hand-made boxes for many years, and now, no matter what your requirements may be in a bench made box, BAXTER can serve you better.

The Baxter Paper Box Co.

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Dainty Novelty Vials















SQUARE
'BRANDY''
BOTTLE
II 1 dram e
pacity. TYRE



Twelve Vials The Shown Above are Made in Two Sizes Only-1 and 2 Dram.

OMAR

ROUND BOTTLE 2 dram capacity.





% ez. capacity; our very latest pattern, very at-tractive.





EROS l dram capacity; fitted with eion-gated stoppers and corks; packed in bulk or in indi-vidual perfume vidual perfume boxes. Boxes sup-plied at cost.





AMERICAN
BEAUTY DOLL

1/4 oz. capacity: In bulk
or with individual perfume boxes and corks
(boxes and corks
cox): choice of blonde
or auburn wigs. (Patented June 10, 1924.)

VOLSTEAD I dram eapacity. Fur-nished in golden amber glass handles; packed in bulk or in individual per-fume boxes (boxes at cost); corks supplied at cost.



"DICE" VIALS (Patent Pending)
Capacity 3 cc. Are sold in pairs. Best grade corks. We can furnish boxes to hold a pair of these vials (at cost).

Quick Delivery on Holiday Orders

We are in a position to quickly handle wire or phone orders for holiday supplies. We stock every item on this page and many more. A request, written on your letter-head, will bring you a full line of samples.



NEW!

Gold-piated cap to fit any of our vials. Now in stock, ready for immediate delivery in any quantity. Priced very reasonably.



CAIRU

1/4 oz. capacity; supplied with very attractive individual perfume
boxes (boxes at cost)
or packed in bulk.

(Patented July 1,
1925.)

Glass Products Co.

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To serve American perfumers more completely, the old established house of Societe des Papiers Keller-Dorian, Lyon, France, manufacturers of finest cover papers, has opened an American branch at 110 Fifth Avenue, New York, N. Y.

Complete stocks of fancy imported papers will be carried at our American warehouses and our representatives will be glad to confer with perfumers at any time with reference to their requirements.

6

KELLER-DORIAN PAPER CO., INC.

110 Fifth Avenue, New York, N. Y.

Telephone: Watkins 7500 Cable: Kelpa

Merry Christmas and

Healthy New Year

Do more than merely wish your friends a healthy, happy New Year. Make it a healthy New Year. Remember that the germs of tuberculosis are everywhere. You, your family, friends and strangers

alike, are constantly threatened by this dread disease. There is only one sure escape. That is to stamp out tuberculosis entirely.

It can be stamped out. The organized warfare carried on by the tuberculosis crusade has cut the tuberculosis death rate in half. Only one dies now where two died before. Christmas Seals helped to save the other life, for the sale of Christmas Seals finances the tuberculosis associations.

Buy Christmas Seals. Buy as many as you can. They are the sturdy little guardians of your Merry Christmas and Healthy New Year.



Stamp Out Tuberculosis
with this
Christmas Seal

THE NATIONAL, STATE, AND LOCAL TUBERCULOSIS
ASSOCIATIONS OF THE UNITED STATES



Leave Your Troubles Behind

EDDY SERVICE will pilot you through the maze of red tape and difficulties of compliance with the Federal Prohibition regulations occasioned when applications for permits, supplementary forms and other declarations required under changing rulings of the Prohibition Laws are not properly drafted.

Extensive Service to those who buy bonds of me.



Specialist in Prohibition Permit Bonds

ST. LOUIS, MO.

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THAT THE SUPREME COURT OF THE UNITED STATES HAS DECLARED

1. That an unregistered trademark is valid only in that portion of the United States where it has been actually used in business?

2. That you cannot prevent another from using your unregistered trademark in that portion of the United States where you have not previously used it?

3. That a user of your unregistered trademark in another portion of the United States can prevent you from using it there, although you may have adopted it years before he did?

From the above you will see that you may be unable to extend your business under your unregistered trademarks.

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Consult the Patent, Trademark and Copyright Department of the

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LACTO PROCESS DRY ROUGE
COMPRESSED LOOSE FACE POWDER
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64 West Randolph St. CHICAGO, ILL.



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THEY adore the little niceties of life. Bath salts are just bath salts—soap just soap—until they are given a twinkling wrap of bright, transparent Cellophane. Then they become—"adorable." Women can't resist that sort of thing.

That's the beauty of Cellophane: it gives you new ideas, new units and new methods of display. It protects delicate perfumery products and at the same time gives them a distinctive appearance—on which sales so largely depend.

Send us a sample of your product to be wrapped in Cellophane — whose beauty and transparency will stimulate sales by pleasing the feminine taste.

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Cellophane is a new wrapping material—unusual because it's absolutely transparent. It is strong, impervious to grease or dirt, and comes in many colors and embossed patterns.





REG. U. S. PAT. OFF.

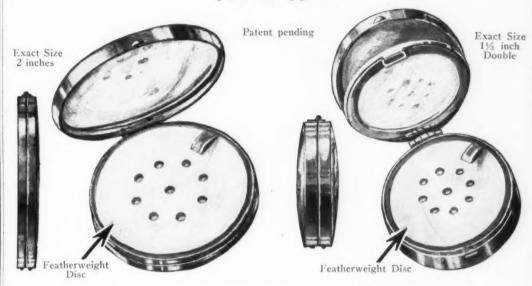
CELLOPHANE is a new and unusual wrapping material of absolute transparency; strong, durable, and impervious to grease or dirt. It is supplied in six weights, in several widths for economical cutting, and can be had in a variety of attractive colors and embossed patterns. It can also be printed.



LOOSE POWDER VANITY

NON-LEAKABLE - NO PARTS TO GET OUT OF ORDER

A tap of the finger on puff, and the requisite amount of powder appears



These boxes are manufactured in 2" and $2\frac{1}{2}$ " wafer singles; $1\frac{1}{2}$ " and 2" doubles—Special shapes and sizes to order.

Sole Manufacturers and Distributors

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Cosmetic Specialists to the Toilet Goods Manufacturing Trade for 21 years.

ROUGE FACE POWDER COMPACTS
LIPSTICKS EYEBROW PENCILS
COMPACTS POSITIVELY HAND COMPRESSED

QUALITY PRODUCTS

IMMEDIATE DELIVERIES

Freres, we are told, remarked to one of his customers that, "A lady looks for and expects four things in a vanity box:—

First—Her favorite brand and shade.

Second—An excellent finish

Third—A good catch.

Fourth—A clear flawless mirror."

VOU furnish her:

First—with her favorite brand and shade of powder and rouge.

WE furnish YOU:

Second—with an excellent finish (because our experts fabricate our quality vanity cases from metals made and rolled in our own rolling mills).

Third—with a good catch (because our catch is positive yet easily opened when desired).

Fourth—with a clear flawless mirror (because we use only the highest grade of perfect mirror).

The Bridgeport Rolling Mills, Inc.

Bridgeport, Conn.

Chicago J. Edward Wehmer 8059 Vincennes Ave.

New York City Raymond W. Smith 296 Broadway

Announcement

E take pleasure in announcing that with our high grade line of fancy box coverings we are in a position to materially assist in the completion of your box requirements for next year.

Our many years of experience and the addition of a wider assortment of imported papers are at the disposal of our customers.

Whiting-Patterson Co., Inc.

Headquarters for Finest Paper Box Coverings 265 Canal Street, New York

SOAP AND GLYCERINE MACHINERY

Soap Machinery:

We manufacture a complete line of machinery for producing laundry soaps, toilet soaps, soap flakes, powders, creams, and soft soaps, as well as special and medicated soaps, from the raw materials to finished product.

Glycerine Equipment:

We have a complete line of evaporating equipment for the recovery of crude glycerine from soap lyes, Twitchell and Autoclave waters, etc., in capacities from 500,000 to 10,000,000 pounds of fats saponified per year, both in single and double effect systems. Plants are supplied complete in every detail, with blueprints and instructions for erection and operation, and need only to be erected and connected to steam, water, and lye lines.

Engineering Services:

Our many years' experience in the design and construction of soap plants in all parts of the world allows us to offer our facilities for the design of new plants, as well as the modernization of existing plants, and to assure customers of the benefits of this wide experience.

We are especially equipped, through our varied and thorough knowledge of the soap industry, to devise new and effective means of carrying out the process of soap making, both for standard or for special articles.

Inquiries:

We solicit inquiries covering the above, requesting that specific information as to quantities, raw materials, power requirements, etc., be furnished.

Houchin-Aiken Co.Inc.

ENGINEERS & MACHINISTS HAWTHORNE, N. J.



THE DUO-PISTON FILLING MACHINE

for Cold Cream-Vanishing Cream-Ointments-Salves

Tried.—Tested.—Proven a big success.

This splendid new machine—far simpler than anything of its type and with greatly improved mechanism—has many advantages for the packager of creams and salves.

It does the work perfectly, is easy to operate, set, clean, and take care of.

It fills a solid pack "from the bottom up," cleanly and accurately, at high speed.

Smooth-operating. Dependable.

Write for descriptive pamphlet

The Karl Kiefer Machine Co.

Chemical Equipment

For the Pharmaceutical and Toilet Preparation Industries

Steam Jacketed Power Mixing Kettles

(Single Motion Stirrer)
Plain Iron—Porcelain Lined

Plate 114 illustrates a Stuart & Peterson Steam Jacketed Power Mixing Kettle lined with Acid-Resisting Porcelain Enamel. Stirrer and Shaft are Cast Iron covered with a coat of Acid-Resisting Enamel.

We have hundreds of patterns for Stirrers and can furnish one to meet your requirements.

Sizes: 5 Gallons to 300 Gallons

Vacuum and Pressure Stills

(Flat Cover Type)
Plain Iron—Porcelain Lined

Plate 18 illustrates a 35 gallon Vacuum Kettle.

(At Left) Plate 18

Plate 18
35-Gallon Jacketed
Vacuum Kettle lined
with Porcelain Enamel, Cover equipped
with Handhole, Sight
Glass and two oter
openings; Outlet from
Inner Kettle. Price
\$255.

This type is practical where a very small amount of Dome space is required. We can furnish Vacuum Kettle equipped with Condensers for either reflux or straight distillation.

Sizes: 10 to 300 gallons

(Below)
Plate 31

Glden Crown Chemical Storage Tank with Single Motion Power Mixer and Hardwood Stirrer, Porcelain Lined Gate and Pipe. Price \$215.



We can furnish either Belt or Motor Driven Storage and Mixing Tanks in sizes from 50 gallons to 500 gallons capacity.

Stuart & Peterson Storage and Mixing Tanks are made of Cast Iron lined with Acid-Resisting Porcelain Enamel.

(Above) Plate 30

Golden Crown Chemical Storage Tank equipped with ½ H.P. Side Propeller Motor Drive Attachment. Price complete, \$272.

Catalog No. 232 will be gladly sent you upon request. Write for it without delay.



Stuart & Peterson

COMPANY

Makers of Cast Iron Enamelled Products Since 1840

Burlington, New Jersey

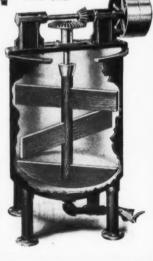
95-97 Liberty Street

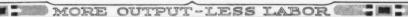
(Above)

Plate 114
50-gallon Steam Jacketed Kettle, with Single Motion Mixer
Cast Iron lined with
Stuart and Peterson

Cast tren
Stuart and Peterson
Acid Resisting Enamel.
Mixer blades covered
with Acid Resisting
Porcelain Enamel.

New York City





11 Different sizes of bottles-Triangular, Oval, Round 9 different liquids and semi-liquids, filled on one machine with automatic feed and discharge. If you have been told it cannot be done, read this;

#10B. N. X. Mugas 2345, 1925

Skeptical
Satisfied
Service

Sale Completed. Future Business Assured.

60,000 Triangular Shaped Bottles and Not One Broken

The Norwich Pharmacal Cor



U.S. BOTTLERS MACHINERY CO.-CHICAGO

BOTTLING AND PACKAGING ENGINEERS

Beauty is only skin deep -

but after all, there is nothing in the world that so attracts, pleasingly, as does beauty. In women, in pictures, in packages, beauty is a pre-eminent factor. And that is why, after having mastered the mechanical features in tube making, we developed its beauty.

The beauty of Victor Tubes lies in their brilliance, their luminous and lasting colors; their fine proportion of body, shoulders, neck and cap; their clear, clean letters that make the smallest type legible; their remarkably close registry of colors. On these points Victor Tubes stand alone.

VICTOR METAL PRODUCTS CORP'N
188 Diamond Street Brooklyn, N. 9



IT SINGS!

Service to Manufacturers

Formulas and Operating Processes Factory Planning and Production Periodic Plant Inspections Expert Advice and Suggestions

Perfumes and Cosmetics Toilet Preparations Private Brand Manufacturing

Let me cooperate in the solution of your problems



Irvin S. Zeluff, Ph. G.

CONSULTING MANUFACTURING and PERFUME CHEMIST

Over 15 Years' Experience with a Leading French Perfumer

30 Park Place

Phone Whitehall 8739

New York, N. Y.

The Spirit of the Nation



Gertified Grain Alcohol

The Possville Company

LAWRENCEBURG, IND., U.S.A.



At Most, 5% of Your Perfumes Consist of Oils

The balance, roughly 95%, is made up of the vehicle; and on it very largely depends the success or failure of your perfumes and toilet waters.

Certified Grain Alcohol not only serves to bring out the latent possibilities of even the most elusive natural or synthetic ingredient employed, but it can be depended upon to permanently preserve the original character of the finished composition.

Certified Grain Alcohol insures satisfaction.

DISTRIBUTORS

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Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Detroit

The Rossville Company

LAWRENCEBURG, IND., U.S.A.

DISTRIBUTORS

Louisville Minneapolis New Orleans New York Omaha Philadelphia Pittsburg St. Louis ESTABLISHED 1881

OTTO OF ROSE

BAGAROFF FRERES

Distilleries: In the Chief Rose District THE BEST KNOWN BRAND SOFIA. BULGARIA Distributing Depots: Paris, London, Leipzig. Moscow

NEW YORK OFFICE 160 PEARL STREET ORIGINAL PACKAGES in 8, 16, 32, 50 and 100 oz. EACH CARRIED IN NEW YORK

Western Representative:

NEUMANN-BUSLEE & WOLFE, Inc., 321-323 N. Sheldon St., CHICAGO, ILL.

DEPENDABLE SERVICE AND QUALITY

YOUR SATISFACTION IS OUR CONSTANT AIM

> ONLY THE BEST MATERIALS ARE USED IN OUR PRODUCTS



FERDINAND BUEDINGEN COMPANY

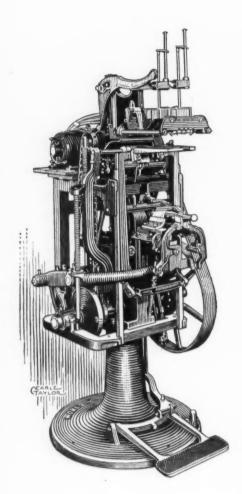
INCORPORATED

NEW YORK OFFICE

ROCHESTER—NEW YORK

CHICAGO OFFICE

152 West 42nd Street BUILDERS OF FINE BOXES 108 So. La Salle Street



Your label gives your product an identification that the public recognizes instantly.

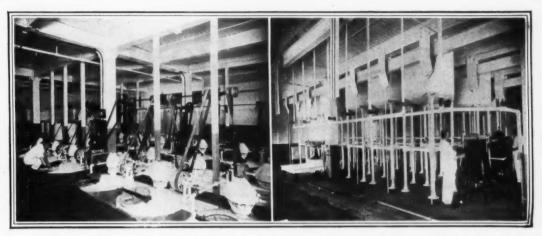
It is your best advertising opportunity. It eliminates substitution, strengthens your trade name, guarantees the honesty of your manufacture.

Your label can be pasted on your package neatly and attractively at a very low cost by using World Labeler, the labeling machine perfected through years of experience to meet the needs of large or small production.

You can have complete information without obligation.

Economic Machinery Company 2 Grafton Street, Worcester, Mass.

WORLD LABELER



Pfaudler Mixing and Storage Equipment at the Lambert Pharmacal Company, St. Louis, Mo.

LISTERINE

Another Nationally Advertised Product Made in Glass Lined Equipment

One of the conspicuous successes in the field of mild pharmaceuticals, is that of the Lambert Pharmacal Co., St. Louis, Mo. The remedy for halitosis has become known throughout the world, and has demonstrated conclusively what good advertising can do for good advertising can do for a good product. The product is recommended for other purposes and the market has been widened beyond its original scope.

Pfaudler Glass Lined Equipment has played an important part in the proper manufacture of this product, and has done much to make it worthy of its name.

Many other nationally advertised products are made in Pfaudler Equipment. Mail coupon for literature— The Pfaudler Co., Executive Offices, 217 Cutler Bldg., Rochester, N. Y.

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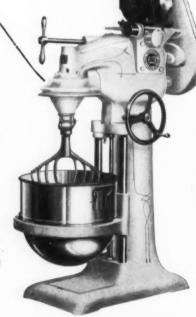
ELIMINATES METALLIC ACTION





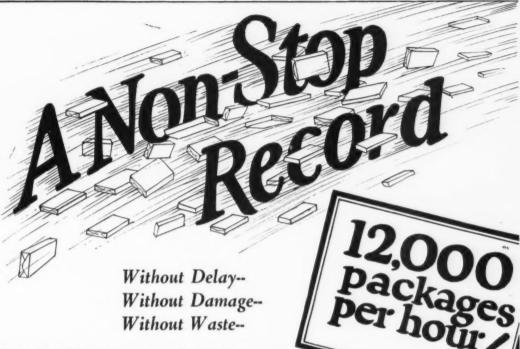
MIXERS





FACIAL CREAMS
DENTAL CREAMS
SHAVING CREAMS
SOAPS AND
TOILET PREPARATIONS

READ MACHINERY CO. YORK, PENNA



That is but ONE of the many wonderful achievements of the AMF Duplex Wrapping Machine—the packaging process that marks a new standard in SPEED, ACCURACY and ECONOMY.

200 Cellophane or Glassine packages wrapped, sealed and through the machine every minute-and every package attractive, air-tight and sanitary.

Without adjustment the Duplex Machine wraps two odd-size packages simultaneously—at lower production cost and greater speed than heretofore possible.

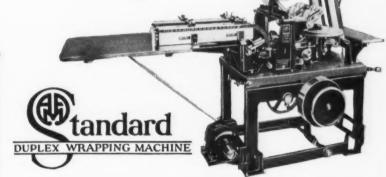
DESCRIPTIVE BULLETIN SENT UPON REQUEST



Filling Packing Sealing Bagging Seating Label & Bottle-Capping Package Wrapping

Cigar and Cigarette Making Machines Stemming Machines Color Sorting Machines

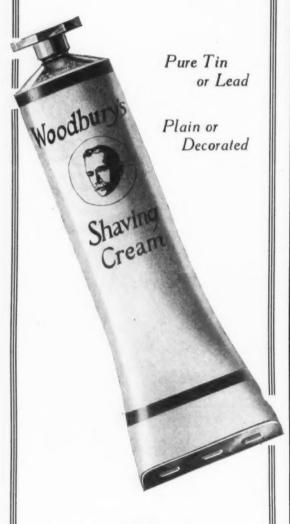
itho Transferring Machines



AMERICAN MACHINE & FOUNDRY CO.

Brooklyn, N.Y., U.S.A.

Our Tubes are Guaranteed Not to Peel

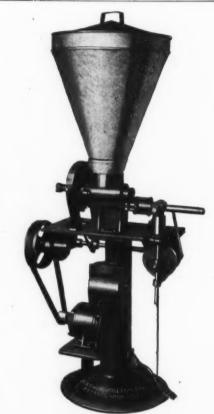


Wheeling Stamping Company

Factory
WHEELING, W. VA.

Eastern Representative
GEO. K. DILLER

B. E. STOVER, Sales Mgr., 90 West Broadway, New York



No. 5 PASTE FILLER

Fills Vanishing and Massage Creams Perfectly

In tubes, cans or jars at the rate of fifty a minute.

This machine is recommended for the filling of all material in paste form into tubes, bottles, cans, or jars. It will fill all materials without fluffing and will handle materials which are too heavy in consistency to operate in other types of machines.

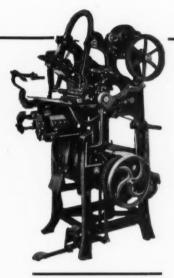
No mixing or agitation of the material while the machine is running.

Filling is uniform and clean and can be performed as fast as the operator can place tubes on the nozzle and remove them.

This machine is particularly suitable for filling vanishing cream, shaving cream, massage creams and any materials liable to separation. It will handle materials varying from a light paste to a heavy cup grease.

ARTHUR COLTON CO.

2604 East Jefferson Ave. DETROIT



The New ERMOLD in 1926

Regardless of what method of labeling you now use, investigate the exceptional features of the New Ermold Labeler with its latest improvements.

Let us show you how you can increase your output and improve the appearance of your package and at the same time reduce your operating expenses.

Our range is 12 drops to one gallon; and one, two or three labels may be applied in one operation, rapidly, accurately and neatly.

World's Largest Manufacturer of Quality
Labeling Machines

THE NEW ERMOLD

Quick
Clean
Efficient
Economical

EDWARD ERMOLD CO.

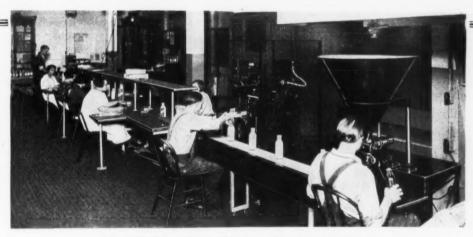
Hudson, Gansevoort & Thirteenth Streets, New York, N. Y.

CANADA

Freyseng Cork Co., Ltd. Montreal & Toronto GREAT BRITAIN

Matthew Wylie & Co., Ltd. London & Glasgow FRANCE

R. J. Lecomte Paris



Deshell Laboratory, Chicago, Ill., an example of

McBrady Machinery Service

The above illustration shows one of our many installations, the scientific arrangement of equipment enabling this firm to fill and ship thousands of bottles daily.

McBrady Service consists of designing, manufacturing and installing machinery.

Consult us on your production problems. No obligation.

Let us lay out your plant.

McBRADY BROTHERS, Inc.

2855-59 West Lake Street, Chicago, Ill.



Imported Perfume Vials

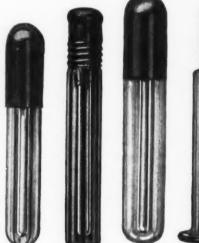
Imported Perfume Vials continue to prove a good and most profitable medium for introducing a New Perfume or to stimulate the sale of a slow-moving odor. These beautifully striped Vials are all fitted with elongated leak-proof stoppers and nickel or gilt slip or screw caps. We carry stocks of French Perfume Bottles. "One Dozen Assortment" for \$4.00. Ask for catalogue and prices.

Sole American & Canadian Distributors:

Belgian Trading Co., Inc.

15 Moore Street, New York

CHICAGO OFFICE
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-1¼ dr. 5L-2

HYDROXYCITRONELLAL 100%

Highest Quality

GERANIOL EXTRA

With the Odour of Fresh Rose Petals

A. M. TODD COMPANY

KALAMAZOO

MICHIGAN, U. S. A.

Established in 1869

ROSE DAMAS

A Universal Rose Base

Lb. \$12.00

Trial Ounce 75c.

Perfectly adapted for use in Perfumes, Powders or Creams

Just as the quality of a picture depends more upon the skill of the artist than upon the cost of his paints, so the quality of a perfume oil depends more upon the skill of the perfumer than upon the cost of his ingredients.

The principal ingredients of ROSE DAMAS are SKILL AND EXPERIENCE and the result is a perfume base of such exquisite fragrance that we unhesitatingly invite comparison of it with other rose compositions at double its price.

But Let Us Send You a Trial Ounce to Speak for Itself.



UNITED LABORATORIES

PERFUME BASES

Natural and Synthetic Materials for Perfumers and Toilet Goods Manufacturers. As Consulting Chemists, our many years of actual manufacturing experience are at your service.

15 South William Street

New York, N. Y.

1855

1925

Beehive Brand Bleached Beeswax

For seventy years we have been refining and bleaching Beeswax at Syracuse, N. Y., and we are safe in saying that ours is the largest solar bleachery in the world.

Direct representatives in all parts of the world buy for us the very highest grades of crude wax. After careful inspection, the choicest lots are selected for our Beehive Brand, and this is bleached by sun and air, every operation under the care of men long in our employ and skilled in their work.

Sun-bleaching is a slow process, but results warrant the extra time. The Beehive Brand is your guaranty of the very highest quality of Wax procurable.

WILL & BAUMER CANDLE CO., Inc.

SYRACUSE, N. Y.

NEW YORK

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BOSTON

ST. LOUIS

MONTREAL

"International" Vacuum Filling Machine

Semi-Automatic, Double Head.

THIS machine was designed for continuous filling of various size bottles with the least necessary adjustment in changing. It is adjustable for size, height or neck length. Fills four bottles while others are placed in machine. Tests bottles for leaks, fills to uniform height, has no drippage, drives corks and accumulates the bottles. Overflow is returned to supply jar automatically. Filling and operation of machine operated by foot valve.

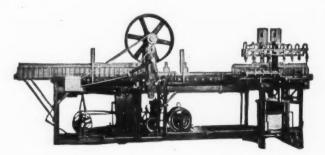
Full particulars on application

INTERNATIONAL FILLER CORP.

Factory and General Offices

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BOSTON L. M. Selleck 131 State St. NEW YORK R. J. Piellisch 207 Water St.



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COLLAPSIBLE TUBES

A COMPLETE LINE

FOR EVERY PURPOSE

We manufacture various styles and openings, including all regularly used tubes from one dram to 32 ounce capacity, as well as a full line of stip or nozzle point tubes, together with various pipes as recommended by the medical and dental professions.

Our production includes tubes of Pure Tin, our "STANDARD" Tin Coated and Lead Alloy.

In fact, it is our plan to make for you what you want and not what we have.

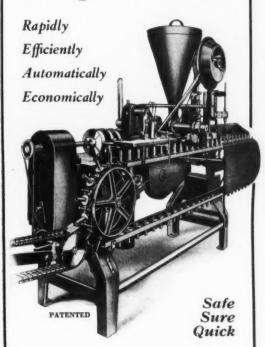
Give Us an Opportunity

STANDARD SPECIALTY & TUBE CO.

NEW BRIGHTON, PA., U. S. A. Manufacturers of Collapsible Tubes for 20 Years

The Weimann

Fills - Closes - Clips - Dates Collapsible Tubes



Requires only One Operator. Tubes are placed into Machine Conveyor, then automatically conveyed through the various operations.

Capacity-Smallest sizes to 2x7 in.

Production-40 to 50 tubes per minute.

Perfect Shape-Without wrinkles or kinks.

Discharges Onto Conveyor Attached to Machine
—Eliminating another operation as they
are fed direct into cartoning machine.

Meets Present Day Demand for Efficient Operation and Economy in Quantity of Production.

The Weimann Bros. Mfg. Co. Derby, Conn.

MF'RS "PERFECT" COLLAPSIBLE TUBE CLIPS



*Day Pony Mixer, Motor Driven

Indorsed by the Big 3!

Cosmetic Perfumery Dentrifice Industries

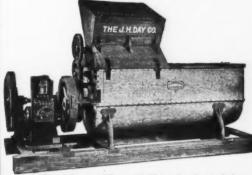
Do their mixing and sifting with DAY machines

RACILITIES for manufacture and long experience enable the J. H. Day Company to offer the highest grade service in the supplying of equipment for mixing cold creams, toothpaste and other semi-liquid or paste preparations in the cosmetic, dentifrice and perfumery industries, or for sifting, mixing and aerating powdered goods. DAY Sifter and Mixer shown below and DAY Pony Mixer above are only two of a long list of machinery that years of experimentation have proved superior for the processes outlined.

If you have some special problem to solve, write and tell us about it. Perhaps it is a specially built machine you need. If so, DAY can supply it.

The J. H. Day Company Cincinnati, O.

New York Chicago St. Louis Boston Buffalo San Francisco Pittsburgh Kansas City Milwaukee Minneapolis
Atlanta Columbus Dallas Philadelphia Los Angeles



*Day Sifter and Mixer with Motor directly attached.



The Better Box

Hand-Made and Machine

Powder Box

NEUMANN BOXES always reflect good taste and highest class workmanship. They add the charm of distinction to your product.

MAKERS OF DUALITY DAPER BOXES 10 JEWELERS, CONFECTIONERS, PERFUMERS and DEPARTMENT STORES

1638-42 Central Ave.

Cincinnati, Ohio

ABSOLUTELY KISS-PROOF

"Kiss-Proof' Lipstick Marketed in Germany

By The Associated Press

Begins Associated Press

A lipstick advertised as "kiss-proof" has been placed on the market by a German perfume factory, which boosts its new product in a widespread advertising campaign as "a discreet lipstick." The producers say it is absolutely durable and will produce a color so natural that no one can detect its use.

The "Berliner Zeitung" makes this comment on this point: "Don't you recall how embarrassing it was if a couple, having withdrawn from the ballroom to some dark corner, reappeared with the male displaying treacherous red marks on his cheeks? German inventive genius certainly deserves credit for making the world safe for kissing."—N. Y. Tribune.

Our latest Lipstick discovery equals all the claims made by makers of the German Kiss Proof Lipstick.

The Merveille Puff & Cosmetic Co. guarantees that not only will their Kiss Proof Lipstick not come off on the tongue or teeth or the opponent's lips but it will also produce a color so natural that girls just rave about it.

Permanent and Waterproof

Special Price—small size—10 Gross Lots \$8.00 Gross

MERVEILLE PUFF & COSMETIC CO., INC. 339 EAST 93rd STREET, NEW YORK CITY

"We Strive for Perfection"

CAVALLIER FRÈRES

GRASSE (ALPES, MMES) FRANCE QUALITY KNOWN SINCE 1784

NATURAL FLOWER ESSENCES

SUPERABSOLUTES—ABSOLUTES—CONCRETES—LIQUIDS

OIL LAVENDER FRENCH
OIL ROSEMARY FRENCH
OIL VETIVERT BOURBON
OIL YLANG YLANG BOURBON

Stock carried in New York. Samples and prices submitted by

PIERRE LEMOINE, INC.

108 JOHN STREET

NEW YORK, N.Y.

Chicago Branch: 179 W. Washington Street

Synthetic Esters

Present in Real Apples:

ISO-AMYL CAPROATE ETHYL CAPROATE ISO-AMYL FORMATE

INCORPORATED 1882

THE NORTHWESTERN CHEMICAL COMPANY

The Largest Makers of Butyric Ether in the World

WAUWATOSA

WISCONSIN

ZINC OXIDE

Zinc Oxide is one of the important ingredients in face powder. The presence of lead in Zinc Oxide is a detriment. We supply Zinc Oxide absolutely free from lead.

REMY'S POUDRE de RIZ ROYALE

is also an important ingredient in face powder and compacts, when free from gluten. Remy's Poudre de Riz Royale is free from gluten. It is the presence of gluten that makes some rice starch gummy and causes it to "turn."

Quotations on request

ORBIS PRODUCTS TRADING CO., Inc.

General Offices: 215 PEARL STREET, NEW YORK Branch Office: 162 N. State St., Chicago

"MENTHOL-Y"

Reg. U. S. Pat. Off.

Chemically identical with Japanese Menthol
and at much lower cost

This means a considerable saving.

Sample sent on request.



The New York Quinine & Chemical Works, Inc.

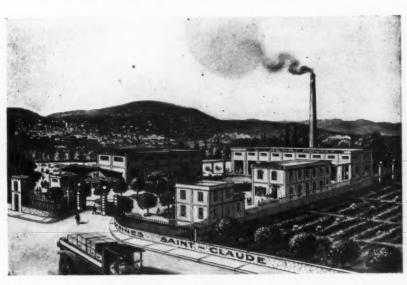
Main Offices and Works: 99-117 North 11th Street, Brooklyn, N. Y. St. Louis Depot: 304 South Fourth Street

J. HENRI MOUTET - GRASSE FRANCE

Natural Flower Essences

Solid and Absolute

Gum Resins



Prices and Samples on request

OILS:
Geranium,
Algerian
and
Bourbon
Lavender

Neroly Petals Spike

Rosemary

Thyme
(Red & White)
Oak Moss
Orris
etc:

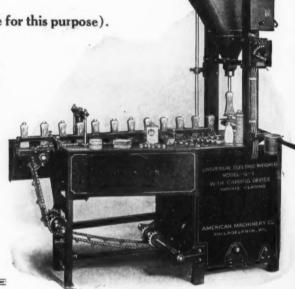
The Lorscheider-Schang Company Incorporated

New York City and Rochester, New York Manufacturers of finest hand made boxes only.

Four Machines In One

The "American" Universal Electric Weigher Model G-1 for all Talcum and Face Powders or any Powdered Materials serves as:

- 1. An automatic Gross Weight Scale with auger feed.
- 2. A volumetric Filler (easily adaptable for this purpose).
- 3. An automatic Packer (pressure can be used where Containers are too small to hold the required weight-without Packing).
- 4. Automatic Capping Device-Automatically forces on the caps as cans come from the machine (as shown in illustration).



This is the ONLY EQUIPMENT that automatically and accurately WEIGHS, FILLS, PACKS AND CAPS any style or kind of container at a speed of from 15 to 30 containers per minute, by simply using special augers and filling tubes.

> Users of this machine include such well known manufacturers as

Armour & Co.

Cheramy

National Dental Co.

Marinello Co.

E. R. Squibb & Sons

Davison Chemical Co., etc.

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Our Sterra Cloud brand is obtained from the very finest dust made in the grinding process. This dust is caught in special dust collectors and is floated on air. An extra fine product for finer uses which passes through No. 25 silk bolting cloth.

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Our Sierra Snow is milled much finer than the regular commercial grades of No. 200 mesh tale. It is as light and fluffy as ordinary flour, so that it can be readily mixed with other powders when necessary.

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Perfumers who use Sierra Talc—our famous Sierra Snow and Sierra Cloud brands—may not be equipped to make the same scientific tests that we make at our mill while preparing our talc for their manufacturing processes.

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But—there is one test that every manufacturer can make which will prove certain important advantages of Sierra Cloud and Sierra Snow.

It is known as the thumb test.

Simply place a small quantity of talc on a smooth hard surface (preferably highly polished wood or glass) and press it out with a short, firm stroke of the thumb.

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It is this quality of uniform superfineness that makes our Sierra Cloud and Sierra Snow so popular among the face powder manufacturers.

SIERRA CLOUD

01

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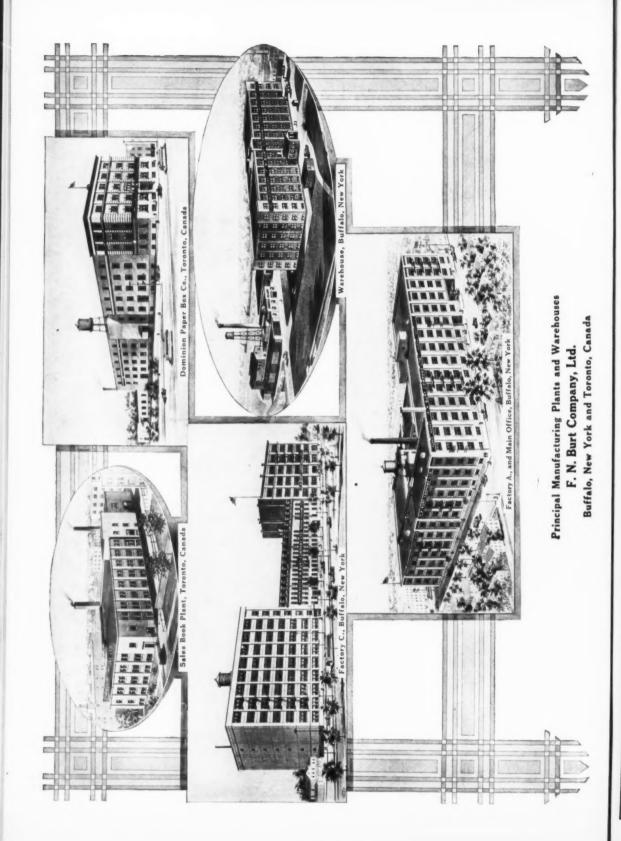
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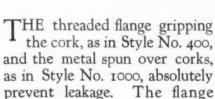
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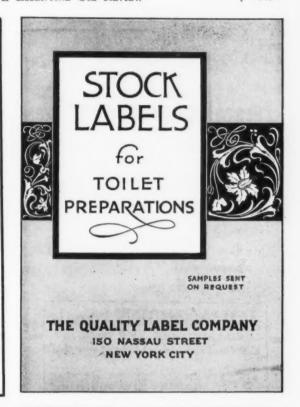
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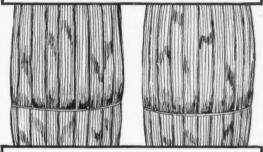
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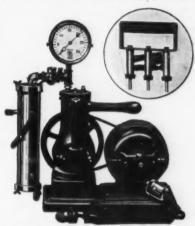


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(Continued on page 154)

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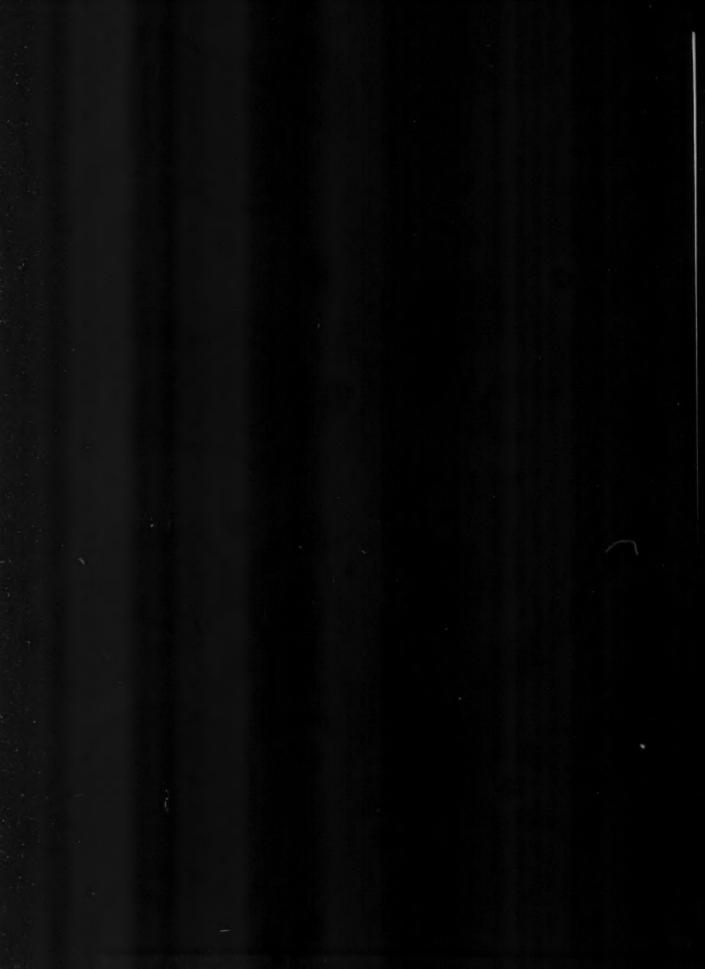
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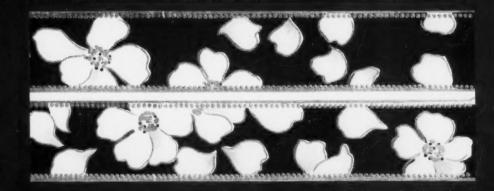
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(Continued from page 152)

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Information Department

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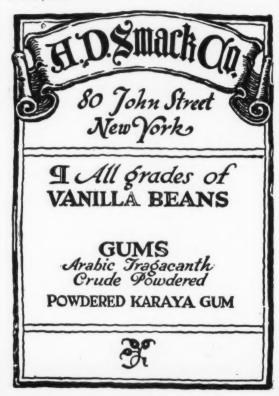
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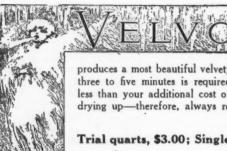


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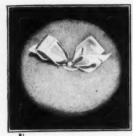
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Y OU are proud of your product. It is as good as you know how to make it. But you are dependent upon the skill and integrity of someone else for the quality of your raw material.

We make the products listed upon this page. To you they may be raw materials. To us they are finished products, turned out with highly technical skill and painstaking care. We are proud of them—as you are of your product.

Obtaining raw materials from carefully tested sources only, processing them completely in our own refinery, each step in our manufacturing and refining processes is conducted by skilled operators under the careful scrutiny of exacting chemists.

The care exercised results in uniform high quality, the U. S. P. Products far exceeding the requirements of both the United States and British Pharmacopoeias.

L. Sonneborn Sons, Inc.

114 FIFTH AVENUE

NEW YORK CITY

(White Oil and Petrolatum Division)



AMALIE



BRAND

PETROLATUMS U. S. P.

P-1 WHITE OIL (a cosmetic oil)
MEDICINAL WHITE OILS U. S. P.

P-2 WHITE OIL SNOW WHITE MINERAL JELLIES

Stocks of the above are carried in principal cities.

American Perfumer and Essential Oil Review

14 GLIFF ST., NEW YORK PERFUMER

DECEMBER NINETEEN TWENTY-FIVE



PUBLISHING COMPANY



American Can Company







PRESTIGE

Under the direction of Dr. Eugene Charabot the House of Hugues Aine several years ago consolidated its position as the world's leading producer of floral essences both as regards quality of products and volume of flowers treated.

This preeminence in the field, carrying with it the advantages of a world-wide prestige, imposes certain obligations as well and, above all, that of maintaining an irreproachable standard of quality at all times regardless of conditions or difficulties.

The House of Hugues Aine recognizes and welcomes this responsibility. There are few lines of business in which the label of the manufacturer means so much to the purchaser as on floral essences. The Hugues Aine label is, and always has been, an absolute guarantee to the buyer, a definite assurance that all is as it should be and an acceptance of responsibility by the foremost producer.

Ungerer & Co.
New York

Hugues Aine Grasse

American Perfumer and Essential Oil Review

14 GLIFF ST., NEW YORK

JANUARY NINETEEN TWENTY-SIX



ERFUMER



American Can Company





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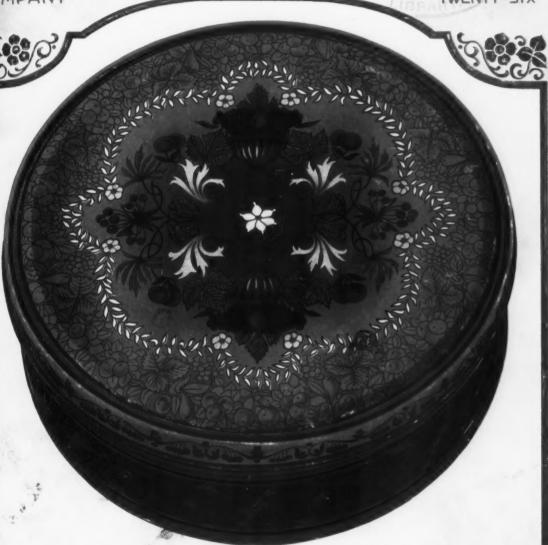
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New York

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ERFUMER OMPANY FEB 22 FEBRUARY NINETEEN TWENTY-SIX



Can Company American







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Ungerer & Co.
New York

Hugues Aine Grasse

VIDAL-CHARVET NOVELTIES

LILAC LYSIS

GLAXOL

Sole Distributors UNGERER & CO., New York

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OTTO ROSE D'OR

The Bulgarian otto of rose market has advanced sharply since the completion of the 1925 crop, as we predicted several months ago. We based our assertion of an advance on the certainty of a restricted output and an active demand. No decline can be expected before the next crop, if then.

An encouraging feature of the situation since the last crop is the praiseworthy effort of many of the Bulgarian factors to bring the quality of their otto closer to the high standard set for many years by Botu Pappazoglou's Otto of Rose d'Or.

UNGERER & CO. BOTU PAPPAZOGLOU & CO. . New York Kazanlik

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DERMUTATION PROCESS

THE MENNEN COMPANY

NEWARK, N.J., U.S.A



AFTER SHAVING MENNEN TALCUM FOR MEN







A. H. WIRZ, Inc.

CHESTER, PENN.

COLLAPSIBLE TUBES and SPRINKLER TOPS

SEE PAGE 11.



PS

